

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXII, No. 8 NEW YORK, FEBRUARY 22, 1923

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B. A. I. S. 1922 with  
N. W. Ayer & Son



## *As Mark Twain said—*

"THE race of man loves a lord." There is something in the make-up of every retailer and every consumer that takes unusual satisfaction in the best thing of its kind.

Our big service, to date, for our client, L. H. Gilmer Company, of Philadelphia, has consisted in helping to implant in the minds of auto accessory dealers an appreciation of *why* Gilmer products are the lords of the line.

The follow-through to the motorist has been equally successful. Gilmer advertising, plus new packaging and selling ideas, is putting Gilmer Super-Service Fan Belts, Radiator Lacing and Tire and Luggage Straps into the hands of consumers in every state in the Union.

Sales foundations should be laid deep below the surface. Our work commences at bed rock.

## N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK  
BOSTON

PHILADELPHIA

CLEVELAND  
CHICAGO





# QUALITY



There is a great business truth behind the affinity of quality men and quality products. It is this: That quality is really the cheapest in the long run. Quality clothes, furniture, household equipment, machinery, food, are the most economical. Because the poor cannot buy quality goods, but must be content with shoddy stuff, is one reason why they remain poor. It draws them naturally to shams of all kinds, false beliefs, erroneous thinking, foolish political movements, and the whole range of uneconomic things and doctrines.

In emphasizing quality not only the manufacturer, but the jobber and retailer as well, must know the truth about their goods, or they will be overwhelmed by later complaints. It is far better for a salesman to say, "This is not a first-class, standard article. It is made for cheapness. I offer it to you because you demand cheapness rather than excellence." That puts the buyer in the class to which he belongs.—*Chicago Journal of Commerce.*

## The Standard Farm Papers

ARE thoroughly read in over two million rural homes, where the quality idea prevails

**The Wisconsin Agriculturist**  
Established 1877

**Prairie Farmer, Chicago**  
Established 1841

**The Breeder's Gazette**  
Established 1881

**Hoard's Dairyman**  
Established 1870

**Progressive Farmer**  
Established 1886  
Birmingham, Raleigh,  
Memphis, Dallas

**Western Representatives:**  
STANDARD FARM PAPERS, INC.  
Wallace C. Richardson, Mgr.  
1100 Transportation Bldg.  
Chicago

**Pacific Rural Press**  
Established 1870

**The Farmer, St. Paul**  
Established 1882

**The American Agriculturist**  
Established 1842

**The Farmer's Wife**  
Established 1900

**The Nebraska Farmer**  
Established 1859

**Wallaces' Farmer**  
Established 1895.

**Eastern Representatives:**  
WALLACE C. RICHARDSON, INC.  
95 Madison Ave.  
New York City



All Standard Farm Papers are members of the Audit Bureau of Circulations

# PRINTERS' INK

Registered U. S. Patent Office

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NEW YORK, FEBRUARY 22, 1923

No. 8

## The Place of Advertising in the Economic Scheme

Accessibility of Goods Is the Major Benefit of Advertising for Consumer—Quantity Production and Assured Future Markets Are the Manufacturer's Benefits

By Earnest Elmo Calkins

IF you are as much as fifty years old the chances are that you can remember your mother buying half a yard of Castile soap, sawing it into one-inch cakes, after which the family proceeded to wear off the sharp corners by repeated ablutions.

Today you may buy at the nearest store any one of a dozen different kinds of toilet soaps, humoring your taste in color, smell and size, shaped to the hand, lathering easily, and costing less than the Castile soap. In a strict sense it is really what is vaguely described as advertising that is responsible for these soaps, for their low cost, their convenience, and their accessibility—especially their accessibility.

The accessibility of goods is one of the major benefits of advertising. It is a benefit to the public, even though it is profitable to the manufacturer. It has qualities entirely apart from the narrow conception of advertising as an efficient method of selling goods. Advertising is that, in spite of much waste and dissipated effort. But to consider advertising entirely from the standpoint of increasing sales is to take a narrow view of it. That is the view of the advertiser, the manufacturer who advertises, and too often it is the view of the professional advertising man who advises him. They are both concerned chiefly with sales. They

look at advertising from the inside. They do not often consider or realize that advertising is in many ways a sort of public service, that it is perhaps at least as beneficial to the public as it is to the advertiser.

Let us look at advertising from the outside, and examine its effect upon the social and business fabric, and see whether the country is not on the whole better off with advertising. This accessibility of convenience goods, many unknown a generation ago, and those that were known now tremendously improved, is accepted without wonder by people not old enough to remember any different condition. Few have asked themselves how it all came about. They have taken it as a matter of course, like free schools or public parks, as the result of progress, when in fact the economic revolution that has quietly come about in the last thirty years is one of the major achievements of advertising.

That shrewd observer of modern life, William Allen White, says in a recent editorial:

"Advertising is the genie which is transforming America into a place of comfort, luxury and ease for the millions. Advertising in the last twenty years has changed the economic status of at least one-fifth and probably one-fourth of our people; raising them from a lower to a higher standard, in-

creasing their wants, increasing their ambitions and hence their capacities and also their purchasing power. Advertising is the Archimedian lever that is moving the world."

But one thing is meant by business—at least in this paper—and that is the great business of making and selling—production and distribution. All other activities exist as aids to this main business of business. The banks furnish it capital, the railroads furnish it transportation. And while, in the chain of making and selling, the finished products of some manufacturers are the raw materials of others, in the end all manufactured goods reach the consumer, the ultimate consumer of the economists. The consumer is the public—all of us. The consumer is likewise the goal and destination of all advertising. We constitute the social fabric, and it is with the effect of advertising upon the well-being of us, the public, that this inquiry is mainly concerned.

Production and distribution are engaged with three basic classes of commodities—food, clothing and shelter. These three are primary. To some extent they are absolutely necessary. The demand for them is inherent. It was not acquired or created. But of course in actual practice food and clothing and shelter have been elaborated far beyond the primitive and inherent need of mankind, and the demand for these refinements and complexities has been created largely by advertising. And in the course of time they have become necessities. It is astonishing how many things that did not exist even twenty-five years ago are now considered essential to life and the pursuit of happiness; how the courts, for instance, recognize a standard of living in which these new commodities are included as having acquired a sort of legal status; how boards investigating a living wage include in that living wage as necessities things our grandfathers could not have secured, even as luxuries.

To these three major commodi-

ties may be added a fourth class, which includes all other things that are manufactured and which man buys, and which may be loosely defined as luxuries or recreations. To this class belong phonographs, pianos and players, books, motor cars and all sports equipment, travel, movies, and all the accessories of civilization, many of which have likewise become necessities, and are frequently defined as necessities by custom, law and public opinion.

So if we consider the world as full of a number of things, which have in a way become necessities, although they may have been luxuries a short time back, which are essential to the comfort and well-being of millions of people, you can easily see how important it is that people should be able to obtain these things as they need them, without too much trouble. And attaining them easily means going to the nearest store or any store that carries that class of commodities and always finding them in stock, always a part of the staple, the standard equipment of that store, of all stores of that class. And this accessibility, this ease of getting, is what is called, in the language of business, distribution.

#### PRICE IS INFLUENCED BY ADVERTISING

Distribution includes price as well as accessibility. Ease of getting means not only finding an article without too much trouble but also being able to pay for it. And advertising has had an influence on price second only to its influence on distribution as we shall see.

In discussing advertising it should be remembered that, outside of two spheres of influence, retail advertising and mail-order advertising, it does not in a strict sense sell goods. What it does is create a state of mind. This state of mind is made up of a certain acquired desire for a certain article, such as a safety razor, plus a prejudice in favor of a certain make or brand of razor. This state of mind climaxes in action when the need of a razor comes



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**The majority prefer Socony Gasoline**

**First-in Boston**

**First-in Buffalo**

**First-in Albany**

**SOCONY GASOLINE**

**TRUTH WELL TOLD**

## Capitalizing Popularity

Thousands of motorists in various cities throughout New York State and New England were questioned by us as to the brand of gasoline they preferred. Their answers proved that Socony is the most popular gasoline sold in that territory.

Quality, dependability and service—made known by sound, continuing advertising—are responsible for this public preference.

Outstanding popularity, proved by supporting figures and substantiated by reasons for preference, has made convincing advertising material for Socony Gasoline.

Convincing copy is a most essential element in good advertising.

**THE H. K. McCANN COMPANY**  
*Advertising*

NEW YORK CLEVELAND SAN FRANCISCO TORONTO

uppermost, and the favored brand is bought. Advertising gives each of us a sort of gilt-edged list of preferred brands, embracing all our needs and necessities, from a tooth paste to a motor car. This state of mind does not always mean that we demand the preferred brand. It may mean only that we accept it when offered to us by the salesman. Then it is the so-called consumer acceptance. But frequently the impression made by the advertising is strong enough to make us demand our preferred brand and refuse to be content with any other. When advertising has that effect it is 100 per cent so far as we are concerned. Naturally advertising cannot be 100 per cent throughout, or there would be no room for other brands. So there is constant conflict for possession of the public mind between all advertised brands of a given article, and to some extent of those not advertised, one form of appeal influencing one type of mind, and another another. The result is that the store selling that commodity carries a number of different brands of the same article, the number depending on the demand it has for them from its customers, and to some extent on its reaction to the advertising and the selling pressure brought to bear on it by the manufacturers.

Assuming that all these articles are a real benefit to us (and to doubt that opens up a field of economic inquiry far beyond the scope of this article), then the fact that they can now be had by everyone with little trouble or effort, that they are, as we have said, well distributed, is an advantage we have over an earlier period when this was not true.

That man of fifty addressed at the beginning of this paper can remember what housekeeping was to his mother; the house without running water; hot water from a tank behind the coal or wood stove; the pump outdoors, frequently frozen; the bathroom a wooden or tin tub beside the kitchen stove; laundry work done with a zinc washboard and a wringer; cooking with heavy iron

pots and pans, clumsy and unhandy; light from kerosene lamps, or gas burners that flared and hissed; no light porcelain or aluminum ware, no orderly kitchen cabinet, no electric utilities, and none of the many convenient semi-prepared foods which require only the last steps—oatmeal, for instance, in the state of nature in which it is eaten by horses—no gas or electric range with utensils and containers of the right shape to save heat and fit the amount to be prepared.

#### THE GODMOTHER OF INVENTIONS

Do not think I am confusing advertising with invention—with ingenuity. Men would have evolved better ways and better tools even without advertising, only not so many and not so fast. I am speaking of the way these things have been introduced, the way they have been distributed, and almost standardized, so that most of them are the expected equipment of a modern home. It is not too much to say that advertising has been the godmother of many inventions. In factories making articles of convenience are staff inventors and chemists constantly studying the motor cars, typewriters, electric utilities, filing cabinets, vacuum cleaners, safety razors, food products, fabrics, whatever it is the plant manufactures, seeking improvements, inventions and discoveries that will make the products more efficient and more desirable. The advertising urge is thus adding to its service of education a service of inspiration, a motive to create new things or make old things better, which, without advertising, would proceed much more slowly or not at all.

These things are by-products of advertising. They help to make advertising a benevolent force, and they are in a way the indirect results of efforts to sell, that most enlightened form of selling which makes a place for the article sold by creating a desire for it and teaching the use of it.

Ivory Soap a few years ago offered prizes for new uses of Ivory

(Continued on page 162)

# Announcement

We are pleased to announce that  
on March 1st

## MR. JAMES A. ROBERTSON

at present Advertising Manager of  
The N. K. Fairbank Company of  
New York, and formerly Assistant  
Advertising Manager of Wilson &  
Co., Chicago packers, will join our  
organization as

### Western Manager

with headquarters in the Peoples  
Gas Building, Chicago

Possessing a thorough knowledge of  
advertising and merchandising  
gained through many years of  
successful experience, Mr. Robertson  
is eminently fitted to serve our  
Western clientele

Mr. Byron V. Cook will be as-  
sociated with Mr. Robertson in  
covering the Western territory.

## NEEDLECRAFT MAGAZINE

Robert B. Johnston  
Advertising Manager

50 E. 42nd St.  
New York, N. Y.

# Advertising Portfolios for the Sales Force

## How National Advertisers Are Merchandising Their Campaigns

LEVER BROTHERS COMPANY  
CAMBRIDGE, MASS.

Editor of *PRINTERS' INK*:

Will you be good enough to refer me to any articles on salesmen's advertising portfolios which have appeared in *PRINTERS' INK* or *Printers' Ink Monthly* from time to time?

EVERETT B. THOMAS.

**I**N *PRINTERS' INK* for June 1, 1922, Ira Fleming, advertising manager of Geo. P. Ide & Company, writing on the Ide shirt and collar campaign, stated in his opening paragraph:

"The one element in connection with the advertising of Ide shirts and collars, which in the writer's opinion is more important than any other, is this: the manner in which the advertising is merchandised to the company's own sales force; and, in turn, used by the salesmen in their everyday work with the retail trade."

Of course what Mr. Fleming was thinking of, at the moment, was that the best-planned campaign would fall far short of the mark aimed for unless the advertising had the complete co-operation of the entire sales organization. Similar views are held by practically every national advertiser. In itself, the statement does not convey a radically new thought. But the procedure Ide follows in this respect is somewhat novel.

Every Ide salesman is, in a sense, a field representative of the advertising department. This highly beneficial state of affairs has been created by a consistent policy of allowing the salesmen to assist in the preparation of the campaign. The sales force plays an important role in the advertising's formulation. Each time a campaign is under consideration the men are apprised of what the company has in mind and are asked to give the subject careful study, talk it over with their customers and then send in

recommendations and suggestions. To guide them a list of questions accompanies the samples of the proposed campaign.

Under such circumstances the salesmen feel the responsibility of making the campaign successful. Consequently, when they are finally furnished with the advertising portfolio its likelihood of being used effectively is fairly certain. In other words it is not sufficient merely to issue an advertising portfolio. Previous to its publication the campaign must be thoroughly sold to the salesmen. When that point has been reached the actual preparation of the portfolio is then ready to be tackled.

The advertising portfolio assumes numerous shapes and sizes. Frequently, the advertising and other literature is simply inserted in a loose-leaf binder. That may mean a large and bulky affair. Other companies reproduce the campaign in miniature. Sometimes the portfolio is literally slapped together at the eleventh hour—and looks it. On the other hand, we know of one advertiser whose portfolios cost \$30 each. Finally, many manufacturers make one book out of the sales manual and the advertising portfolio.

Let us discuss the portfolio's contents first. According to Mr. Fleming:

"When the Ide salesmen started out right after the first of January with their 1922 line, they had as a part of their selling equipment an attractive, compact, twenty-four-page portfolio or album containing complete proofs of all advertisements which were to be run, lists of mediums to be used with exact dates on which each advertisement would appear; and actual samples of all 'dealer helps' prepared for this particular campaign. With the album also went a bulletin explaining

Thousands of Brooklyn people asked the Standard Union for coal—and they got the coal.

Here is a sample "Thank You."

To the Editor of The Standard Union:

I want to congratulate and thank you for your very prompt attention to my coal letter to you. I have bought coal for over sixty years from one dealer or another until eventually the last one also landed in the firm of Burns Brothers. But this year I could not get any coal.

I have also been a constant buyer and reader of your paper perhaps before many of you were born. I first took the Brooklyn Argus. Then it became The Union-Argus, and then The Standard Union. I don't think I have missed it a single day in all these years. I never asked assistance from anyone; but in this case I did write The Standard Union, and I must say my letter received most prompt attention, for this morning I received a ton of coal, thanks to you, and as Cose says: "Every day in every way The Standard Union is getting better and better." Again thanking you, and hoping you will keep up your very successful coal agitation, I will close, with best wishes for the success and prosperity of The Standard Union.

Respectfully yours,  
MRS. JACOB RING (age 88),  
74 Middagh Street

They believe in us because we fight for them.

*R. G. R. Hunsiman*

every detail of the campaign and definite suggestions as to how to use the advertising not only as a lever to book orders but to help the merchant move the goods rapidly after receipt."

Johns-Manville, Inc., calls its portfolio the "Red Book." This is issued twice a year. One, which we were privileged to examine, contained full-size reproductions of twenty two-page advertisements. There were also ten spreads covering twenty pages and three four-page inserts covering twelve pages. Six full pages of reading matter were interpolated. These consisted of messages from the managers of the various departments. The book is divided into departments, showing the sales organization for each line of products and the advertising campaign for that line. Each advertisement gives the names and dates of the publications in which it is to appear.

A John Lucas & Company portfolio contains all the dealer helps in actual color, suggestions for window trimming, the labels of the various packages, etc. The salesmen were also furnished with a separate fibre case holding one each of all the cut-outs for window and counter use.

A portfolio for the Franklin Baker Company's salesmen had each advertisement mounted on heavy linen, on one side only. In that way just one piece of copy is shown at one time and the dealer's attention concentrated on a single advertisement.

The Fuller Brush Company's book presented an entire year's campaign. This carried full-size reproductions of the copy, together with an explanatory message on the value and importance of the campaign and the use of the portfolio.

Salesmen for the Diamond Crystal Salt Company, received a handsome loose-leaf binder of limp leather. An interesting touch was added by printing on the cover: "The Book of Diamond Crystal Advertising, Prepared for R. L. Chipman"—R. L. Chipman being one of the salesmen.

The first thing in the book was a word of introduction by the vice-president of the company. Then came a personal letter to the salesman by the general sales manager. Next is a letter from the advertising manager. This was addressed not to the salesman but to the sales manager, mentioning that the book was prepared at the latter's request and explaining in a few sentences what it contained. Followed a little preachment on advertising, selling the salesmen on the campaign and telling how to answer the argument that Diamond Crystal salt is high-priced because it is advertised.

The remainder of the portfolio is taken up with reproductions of all the advertisements, literature and dealer helps employed in the campaign. Even the company's house magazines were included.

#### CATALOGUE AND HOUSE-ORGAN COMBINED

A portfolio, catalogue and house-organ is combined in the book issued by the Sexton Mfg. Co., Fairfield, Ill., for its field force. The N. K. Fairbank Company issued a special portfolio illustrating its car-card campaign.

As for size, the Sexton book measured  $10\frac{1}{2} \times 13\frac{1}{2}$  inches; the Lucas portfolio 10 inches square; Johns-Manville's "Red Book," was eleven by fourteen inches containing sixty pages.

The Franklin Baker portfolio was rather ingeniously designed to prevent bulkiness. It was put up in a limp leather cover with the binding edge at the top. The advertisements, as mentioned previously, were mounted on heavy linen. This, together with the flexible cover, permitted rolling up the portfolio into a very small bulk. Consequently it could be packed into the salesman's grip conveniently and without taking up more than very little space.

The Fairbank car-card advertising portfolio was also cleverly planned to reduce its bulk. It measured  $10\frac{1}{4} \times 11$  inches. Yet the cards are shown in their exact size. This is accomplished by the

# Historic Milestones

Did you know that the full color covers of *The Youth's Companion*, appearing once a month, portray the Historic Milestones of our national life?

Each cover is executed expressly for *The Companion* by a noted artist and each illustrates and emphasizes one important incident or event in American history.

Many of these covers are being displayed in churches, libraries and schools and are forming a graphic epitome of our whole national history.

We will be glad to send you a group of these.



## The Youth's Companion

*For All the Family*

Boston, Massachusetts

New York Office:  
1701 Flatiron Building

Chicago Office:  
122 So. Michigan Blvd.

simple device of splitting the cards in the middle so they fold open into two pages. When the book is laid flat with the pages open the card is seen full size. Thus while each page consists of only half a card, a double-page spread shows the card complete. On the back of each page is one-half of another card.

Additional details concerning the portfolios already mentioned, together with others not reviewed in this synopsis, are given in the appended list of references—[Ed. PRINTERS' INK.

(Printers' Ink Monthly)

An Emergency Portfolio Idea That Helped Put Over an Advertising Campaign (The Edison Lamp Works); September, 1922; page 84.

How to Visualize a Car-Card Campaign for the Dealer (N. K. Fairbank Company); May, 1922; page 23.

A Portfolio That Tells about the House (Sexton Mfg. Co.); June, 1921; page 54.

(PRINTERS' INK)

How the Sales Force Assists in Formulating Our Advertising Policy (Geo. P. Ide Co.); June 1, 1922; page 3.

How Allis-Chalmers Presents Its New Advertising Campaign to Dealers; June 9, 1921; page 49.

When the Salesman Should Not Over-paint His Rainbows (Schulman & Hauptman); June 9, 1921; page 3.

How Can Consumer Advertising Best Be Merchandised? (Carnation Milk Products Co.); June 9, 1921; page 57.

Crowding Successful Sales Methods on the Dealer (John Lucas & Co., Inc.); April 7, 1921; page 36.

My Business Will Be What I Make It (The Johns-Manville Co.); March 10, 1921; page 17.

Merchandising the Advertising Campaign to the Consumer (The Fuller Brush Co.); September 23, 1920; page 33.

Selling Small Dealers First for Wider Distribution (The Franklin Baker Co.); September 16, 1920; page 17.

Making a Brand of Salt Different through Advertising (Diamond Crystal Salt Co.); May 6, 1920; page 17.

The Advertising Portfolio That Presents the Campaign as a Unit (General Electric Company); March 18, 1920; page 140.

Salesmen's Portfolios at Work; April 20, 1916; page 26.

### Lantern Club Elects George A. Dunning

At the annual meeting of the Lantern Club of Boston, composed of New England representatives of national magazines, George A. Dunning of *The American Magazine* was elected governor, and John H. Sweeney, Jr., of Sweeney & Price, publishers' representatives, was made secretary-treasurer.

### Ray W. Sherman to Return to Class Journal

Ray W. Sherman has resigned as merchandising director of the Automotive Equipment Association, Chicago, to become business counsel of the Class Journal Company, New York. His resignation is effective March 15. Before joining the Automotive Equipment Association a year and a half ago, Mr. Sherman had been executive editor of the Class Journal Company and, for a number of years, was with *Motor World*, of which he had been editor.

The program of the merchandising committee of the Automotive Equipment Association will be continued by a department as now organized with the assistance of Arthur R. Mogge who, until recently, was with The Gibson Company, Indianapolis, Ind., manufacturer of automotive supplies and equipment.

### W. H. Marsh Joins Detroit Agency

W. H. Marsh, formerly assistant advertising manager of Deere & Company, farm implements and tractors, Moline, Ill., and advertising manager of the Burroughs Adding Machine Company, Detroit, Mich., has joined the Brotherton Company, Detroit advertising agency.

### "Arrow" Collar Account with Calkins & Holden

Cluett, Peabody & Company, Inc., Troy, N. Y., manufacturer of "Arrow" collars, shirts and handkerchiefs and "Gotham" athletic underwear, has appointed Calkins & Holden, Inc., New York, to direct its advertising, beginning March 1.

### Merle Taylor with Chicago Agency in Omaha

Merle Taylor, for five years advertising manager of the Omaha, Neb., *News* and later with the Omaha *Bea*, has joined the Potts-Turnbull Company, Chicago advertising agency. He will be with the Omaha office of The Potts-Turnbull Company.

### La Resista Corset Account for Smith, Sturgis & Moore

The La Resista Corset Company Bridgeport, Conn., maker of La Resista corsets, has placed its account with Smith, Sturgis & Moore, advertising agency of New York. Newspapers and magazines will be used.

### Match Account with Montreal Agency

The Canadian Match Company, Limited, has placed its account with the Dominion Advertisers Limited of Montreal. Canadian newspapers are being used.



# The Squirrels Are Looking For Him!

Any newspaper man who claims that Buffalo can be covered by one newspaper needs protection not only from these little animals but from his own fevered imagination.

## Here Are The Facts:

The American Association of Advertising Agencies gives 4.1 persons to a family. The 1920 census gave Buffalo 508,000, about 124,000 families. Conservative estimates and building reports show an increase of from 10,000 to 15,000 families since 1920, which are verified by the official Housing and Population Figures for Buffalo as furnished by the Department of Health.

Number of homes in Buffalo, 100,000.

Single houses about 70,000, No. of families 70,000

Double houses about 28,000, No. of families 56,000

Apartment and tenement houses about 2,000.

Number of families, estimated..... 12,000

Total number of families in Buffalo.....138,000

Official Washington U. S. Census reports

show less than 4,000 families in Buffalo in

which English is not habitually used for reading and writing ..... 4,000

English reading families in Buffalo.....134,000

The Buffalo Evening Times is now selling over 60,000 papers daily in the City of Buffalo alone. Take the A. B. C. circulation of any other Buffalo newspaper and figure for yourself how any newspaper can cover even 60% of Buffalo alone.

Boy! Page the Keeper from the Booby Hatch—and prepare the padded room for the Buffalo one-paper man.

## The BUFFALO TIMES Inc.

NORMAN E. MACK, President and Editor

National Representative

VERREE & CONKLIN

New York

Chicago

Detroit

San Francisco



## Washington Never Said It

**W**ASHINGTON'S BIRTHDAY is a good time to get rid of the notion that the Father of his country warned it against "entangling alliances."

Washington never said it. Thomas Jefferson said it in 1801. If he meant strict isolation, he changed his mind when Napoleon sent an expedition against Santo Domingo.

America's "detached and distant situation" has never been more than a phrase. We have been dragged by the hair of our heads into every world war in the past. Our only hope lies in some form of international concert—never mind the name—for the *prevention of war*.

We have got to help build a league or association of all peoples . . . we must be ready to act upon the funding of the debts owed to us by Europe. Before that can be done, Congress must . . . free the hands of the President to deal with the French and other debts in fair negotiation. If Congress fails to do this before it adjourns on March 4, we shall have during nine months the sorry spectacle of an Administration prostrate and powerless to move in the very path of a world tottering toward new and more awful war.

Let no partisan politics drive us back from our American destiny, which is to strive . . . with all other nations, toward George Washington's vision—"everything settled upon

the best and surest foundation for the peace and happiness of mankind without regard to this, that, or the other nation."

*From an editorial in this week's Collier's.*

---

George Washington's concern for "the peace and happiness of mankind" is the only satisfying philosophy even for the most selfish soul. Collier's task is to present truth and give expression to ideas, from whatever source, that will help show how and why this peace and this happiness is your own private business.

In more than a million homes every week Collier's is read by intelligent men and women who earnestly want their children to live in a better, happier America. The minds of these millions are alert and open to receive your message through Collier's advertising pages.

# Collier's

THE NATIONAL WEEKLY

*in more than a million homes*

The Crowell Publishing Company

381 Fourth Avenue,  
New York, N. Y.



## Preston Campaign Forecasts New Era for Baltimore

**A** FEW weeks ago, when Baltimore began to look around for her next Mayor, out of clear sky, it seemed, came a citywide demand for James H. Preston.

The man whose strenuous two-term administration from 1911 to 1919 accomplished so much for Baltimore has won his way so firmly into public confidence that party lines do not figure at all in the present campaign to elect him. In fact, he will run as an independent candidate.

This movement, sponsored by a large group of Baltimore's representative business men and aggressively supported by the NEWS and AMERICAN, bids fair to mark a great new era for Baltimore, not only in civic affairs, but in all phases of business as well.

The people in practically all of Baltimore's worthwhile homes—homes of such men as those who are backing the Preston campaign, and thousands of others—are watching the progress of events very closely through the NEWS and AMERICAN, and are depending largely upon the editorial opinion of these papers in forming their own conclusions.

*Does not such vital relationship as that enjoyed by these papers with their readers translate itself into a mighty productive field for the national advertiser?*

## THE BALTIMORE NEWS

Evening, Daily And Sunday.

## The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL  
Eastern Representative  
150 Nassau Street  
New York

*I have a web*  
Advertising Manager

J. E. LUTZ  
Western Representative  
Tower Bldg.  
Chicago

# Posters to Increase Use of Meat

Department of Agriculture Co-operates with National Livestock and Meat Board

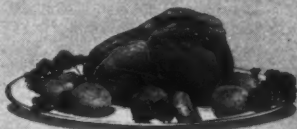
TO put meat back in its proper place in the diet of the nation is the object of a campaign being undertaken by the U. S. Department of Agriculture, under the direction of Dr. Charles J. Brand. Dr. Brand was former Chief of

principal causes for the decrease in the consumption of meat during the last twenty years," said Dr. Brand. "It is obvious that a Federal department, representative of all the people and responsible for furthering scientific production, distribution, and utilization cannot take a partisan position either in favor of, or adverse to, any useful product lawfully produced and distributed. Hence, the department cannot promiscuously urge people to eat more meat, though it can with full propriety urge consumers to use meat wisely to secure well-balanced meals. It can also point out the wholesomeness of meat, its protein-furnishing and tissue-building value, its ready availability, and its high place from prehistoric time in the nutrition of mankind."

During the past year the Department of Agriculture has distributed considerable material pointing out the place and importance of meat, best methods for the preparation and cooking of meat, the uses of different cuts, etc.

Now a poster in colors has been prepared and the first edition of 5,000 copies, purchased by the National Livestock and Meat Board, is being distributed. The Government is not going to pay for the posters, there having been objection and the matter of policy raised by the Joint Committee on Printing, but is going to assist in the distribution and invite those who wish to co-operate to purchase the posters at a price that

## MEAT IS WHOLESOME FOR HEALTH AND VIGOR EAT WELL BALANCED MEALS



## USE A VARIETY OF KINDS AND CUTS OF MEAT



U. S. DEPARTMENT  
OF AGRICULTURE



WITH COLOR AND FEW WORDS THE GOVERNMENT TELLS  
THE STORY FOR MEAT

the Bureau of Markets, later vice-president and general manager of the American Fruit Growers, Inc., and is at present consulting specialist in marketing for the Department.

"High retail costs, substitution of other foods—particularly advertised food products—the definite campaign during the war to conserve meat and the impression that has grown up that meat is unhealthy are in my opinion the

will cover costs. The National Livestock and Meat Board, which has purchased the first edition, is a committee consisting of eleven producers, two packers, two commission men and two retailers of meat. Howard Leonard, president of the Illinois Agricultural Association and prominent in the national activities of the American Farm Bureau Federation, is chairman. These posters will be sent to cattle men, packers and associations to be hung in public places. It is understood that approximately 100,000 posters will be distributed.

"Price, quality and efficiency of salesmanship are important factors in the consumption of every foodstuff," Dr. Brand explains. "There is a strong conviction in many minds that widespread inefficiency exists in the retail distribution of meats. There is some evidence to this effect, although the meat trade of the United States is making an earnest, if not concentrated effort to cure the situation. During the war increase of livestock production and conservation in meat consumption were urged with a most effective artillery of propaganda. We are now producing heavily with continued inhibition of consumption, particularly by reason of high prices. The price situation varies with respect to the different kinds of meat and with respect to the different cuts of the same kinds of animals. Consumers can help the livestock industry—and also their own pocketbooks—by using a wider variety of kinds and cuts of meat.

"Many persons still hold to the belief, which was largely the outgrowth of unfair and misguided propaganda, that meat is not healthy. Medical science has proved over and over that a large number of ills once charged against meat eating are due to infection of teeth, tonsils and other organs.

"The department's position, in brief, may be summarized by saying that meat is wholesome; that the livestock industry is of fundamental importance to permanent agriculture, and hence to the in-

terest of every citizen; and that for health and vigor we should eat well-balanced meals, including a variety of kinds and cuts of meat, making such substitutions as price variations show to be most economical."

In addition to Dr. Brand, the following men in the Department of Agriculture are actively associated in the campaign: Dr. E. D. Ball, Director of Scientific Work; Dr. H. C. Taylor, Chief of the Bureau of Agricultural Economics; Dr. J. R. Mohler, Chief of the Bureau of Animal Industry, and Dr. C. F. Langworthy, Chief of the Office of Home Economics.

### Richard H. Waldo Resigns from "Hearst's International"

Richard H. Waldo has resigned as publisher of *Hearst's International*. He was appointed publisher in February, 1921. Mr. Waldo formerly had been general manager of the American Association of Foreign Language Newspapers, Inc., New York, and secretary of the *New York Tribune*. At one time he was advertising director of *Good Housekeeping* and developed the "Good Housekeeping Institute" for that publication.

### H. G. McNamee with Edwin Bird Wilson

Harry Gale McNamee has joined the staff of Edwin Bird Wilson, Inc., advertising agency, New York. He was formerly with the *Daily News Record* and *Women's Wear*, of New York. More recently Mr. McNamee had been vice-president of Medley Scovil & Company, Inc., also of New York.

### Stewart Wells with George Batten Company

Stewart Wells has joined the service department of the George Batten Company as a copy writer. Mr. Wells was recently with the Wm. H. Rankin Company, and before that was with Murray Howe & Company, before that agency was absorbed by the Rankin organization.

### R. E. Morrison with "Western Farmer"

Ralph E. Morrison, formerly with the *Kansas City Star* and the *Portland Oregonian*, has been appointed business manager of the *Western Farmer*, Portland, Ore. D. L. Carpenter, president and formerly business manager, retains his connection as president.

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# How Can the Broadcasting of Advertising by Radio Be Regulated?

Secretary Hoover Says His Department Has No Power of Regulation

ROBERT H. DIPPY

PHILADELPHIA, PA., Feb. 12, 1923.

Editor of PRINTERS' INK:

Your editorial "Radio an Objectionable Advertising Medium" in the last issue of PRINTERS' INK, was indeed very interesting to me, and to several men of my acquaintance.

This is the "How Come."

For the past four months I have held that Radio was one of the coming advertising mediums, and possessed every good feature that we advertising men look for. I interested a number of other men in this proposition, and we started on an investigation rampage. I think the results might be interesting to you.

The Radio Corporation of America controls and owns the full rights to all tubes used in Radio broadcasting and reception, under their license and patent agreement which says in part "these tubes are licensed for amateur and experimental purposes only, and cannot be used for commercial purposes of any business nature." You see that this broad patent right precludes any possibility of a broadcasting station being erected for advertising purposes. The Radio Corporation of America, however, has as part of its business as you probably know, the commercial transmission of Marconigrams, and as it can readily be seen from its patent license, it reserves the right to the use of its products for commercial purposes where a revenue is realized.

I do not understand how the American Telephone and Telegraph Company, Station WEAF, is permitted to receive money for the use of its broadcasting station unless it be that it is part owner in the Radio Corporation of America, which I believe is so.

The latest reports from Washington, based on a law recently passed by Congress, offered no Government restriction to the installation and operation of a broadcasting station for any purpose whatever, though it would not be permitted to broadcast such statements, as for example "Use Dr. John's Foot Ease for Tired Feet," or things of that nature. So long as talks are kept within an educational scope, they are entirely legitimate.

To bore you a little bit further, it was our intention here to broadcast our advertising in the following way—We intended to limit the talks to one an evening, make that of 12 minutes' duration given at intervals of 3 minutes each, interspersed with a program of popular appeal. I can see no objection to any station broadcasting talks of this nature, for which they are paid, if it is possible for them to do so. These stations are operated at a tremendous expense, and no revenue whatever is received to help defray maintenance costs.

The public enjoys the concerts free of charge. Is it not logical and fair then,

that these stations be given the privilege to intersperse their musical concerts with short talks—call it advertising—if it will bring in cash to their old cash drawer? A magazine practices this very thing by running the story next to advertising.

You can hardly say you are forcing the public to listen to something which they have no desire to hear, any more than you are forcing the public to read advertisements in a periodical. In both cases they can ignore any uninteresting features. You know that most advertising is pushed "under people's noses or into their ears, when they are trying to do something else." The sales letter does it—the direct-mail piece does it, the billboard, the street-car card, newspaper space and the rest.

I should like to hear a further criticism at a little more length about this radio advertising business. From my standpoint, and from the standpoint of my associates, we are out—Our idea has gone flooie, and the once dream of being heralded as pioneers in a new field, has been over-latticed with cobwebs of impenetrable strength.

R. H. EISENHARDT.

MR. EISENHARDT'S letter speaks for itself. Herbert Hoover, Secretary of Commerce, on reading the same editorial to which Mr. Eisenhardt refers, "Radio an Objectionable Advertising Medium," had his secretary, Richard S. Emmet, write us that "under the existing law the Department of Commerce has no power of regulation over the matter broadcast." The department, however, would like to be vested with some regulatory power.

About a year ago Secretary Hoover called a conference on radio telephony at Washington to consider various questions concerning the regulation of radio communication. The conference was in session from February 27 to March 2, 1922. At the end of the conference a tentative report was prepared. This was sent to all interests suspected of being concerned about radio. A large number of suggestions and other helpful comments were received. The conference then had a subsequent session in April, at which time all of these comments were

considered. The general trend of these comments was an expression of approval of the preliminary report. An amended report was then prepared and adopted. On the question of broadcasting advertising, the report makes these recommendations:

"The conference experienced the greatest difficulty in providing even partly for the generally demanded services. The conference therefore disapproved of the elimination of essential services by the introduction of direct advertising which might be expected to require extensive assignment of wave bands if permitted at all.

"Many services for which radio telephony might otherwise be desirable cannot practically be conducted by this means on account of the interference which such use would cause with other services of a more essential nature or for which there is great public demand."

Besides its report relating to technical matters, the conference suggested legislation "to give the Secretary of Commerce authority necessary to accomplish the ends recommended, through the power to make and enforce regulations." And that is the way the matter still stands.

Our radio editorial also brought a letter from the American Telephone and Telegraph Company in which it said: "Our WEAf station has been established for the purpose of experiment, first to increase our scientific and technical knowledge, but also to enable us to learn by experiment what the public wants to have broadcasted, and what demand there is for such a station." But that does not remove the objection to the broadcasting of advertising. The company is promoting this service and is charging one hundred dollars for a ten-minute talk. That seems to be more than scientific experiment.—[Ed. PRINTERS' INK.

### Col. A. E. G. Nye Joins Detroit Agency

Col. A. E. G. Nye, formerly with the Campbell-Ewald Company, Detroit, has joined the Detroit office of the Fred M. Randall Company, advertising agency.

### Urges National Campaign for "Shop in Mornings"

Charles Z. Coffin, manager of the Merchants' Association of Kansas City, Mo., has sent out a letter to merchants' associations enlisting their support in a movement for an advertising campaign to urge morning shopping in the retail stores. In addition to devoting part of their regular advertising space to this educational work, Mr. Coffin suggests an enclosure in every package, to consist of a series of cartoons and illustrations picturing the benefits of early shopping.

### Cadillac Transfers R. V. Dixon

Ramon V. Dixon, for the last two years with the advertising department of the Cadillac Motor Car Company, Detroit, in charge of production, has been transferred to the Detroit branch. He will be in charge of sales promotion and advertising of the wholesale and retail divisions of that branch.

Warren T. Mithoff, recently in charge of advertising for Earl Motors, Inc., Jackson, Mich., succeeds Mr. Dixon at the Cadillac factory headquarters.

### "The Progressive Grocer" Appoints George A. Aylsworth

George A. Aylsworth, formerly first vice-president and advertising manager of the Aunt Jemima Mills Company, St. Joseph, Mo., "Aunt Jemima" pancake flour, has joined the trade division of The Butterick Publishing Company, New York, as associate editor of *The Progressive Grocer*. Before joining the Aunt Jemima company, Mr. Aylsworth was engaged for many years in the grain handling business at Kansas City.

### Polish Account for Portland Agency

Larson and Sorahan, Salem, Ore., have placed their advertising account for "Plex," a new cleaning and polishing product for wood, glass and automobiles, with the Hall & Emory Agency, Inc., Portland, Ore. A campaign is planned covering the Pacific Northwest, starting shortly in Portland.

### Pullman Couch Account with Sandmeyer Agency

R. E. Sandmeyer & Company, Chicago advertising agency, have secured the account of the Pullman Couch Company, Chicago manufacturer of davenport beds. A magazine campaign using full page space will begin in March issues for this account.

### Seth Thomas Account with Corman Agency

The advertising account of the Seth Thomas Clock Co., New York, manufacturer of Seth Thomas clocks, has been placed with The Corman Company of that city.



Like a forest against the skyline,  
radio masts tower over

# Philadelphia

Glance in any direction in Philadelphia from the elevated railroads, or from the taller buildings—you gain an idea of the great market for radio goods in the third largest city in America.

At the receiving end of each of these radio outfits are enthusiasts watching every new development—and buying equipment to perfect their sets.

If you make radio equipment, you can persuade this great army of fans to insist upon getting your goods.

Retailers of radio goods select The Bulletin to carry their selling talks to the buying public—because in The Bulletin they can reach most fans and radio prospects in and around Philadelphia.

## Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

Philadelphia's Newspaper

# The Evening Bulletin.



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

1922 net paid average circulation:  
493,240 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1

Paris—Ray A. Washburn, 5 rue Lamartine (9)

(Copyright 1923—Bulletin Company)

# Circulation Coverage Greater Sale

WHEN an advertiser asks a publisher: "Where does your circulation go?" the advertiser is entitled to an honest answer. Other things being equal, sales opportunity should be greatest in those areas of greatest wealth.

## Distribution of The Oklahoma Farmer-Stockman

Average value per farm		O. F. S. Coverage
Less than \$ 5,000	- - - -	23.9%
\$5,000 to \$10,000	- - - -	50.9%
\$10,000 to \$15,000	- - - -	64.6%
More than \$15,000	- - - -	66.3%
Totals for state	- - - -	50.8%

Circulation analysis based upon A. B. C. statement, December 25, 1922 issue. Total net paid 140,261.

Please note that the percentage of circulation coverage increases in almost direct ratio to the average value per farm.

And again, the areas of high value contain the largest farms. It naturally follows that the individual purchases for a 640-acre farm are much greater than for the average unit, which in Oklahoma is 166.4 acres.

**Most Circulation—Great**

# Rich Areas Assures ale Opportunities

In 39 of Oklahoma's 77 counties the average size of all farms is 243.6 acres. In this area the OKLAHOMA FARMER-STOCKMAN has 62.9 per cent coverage.

stockman in the areas of varying farm value in Oklahoma

O. F. S. Coverage	No. of Counties	No. of Farms	O. F. S. Circulation
3.9%	11	33,647	8,028
10.9%	38	97,924	49,890
14.6%	20	43,009	27,851
16.3%	8	17,408	11,753
10.8%	77	191,988	97,522

A request will bring you a detailed analysis of the Oklahoma farm market and Oklahoma's Favorite Farm Paper

## The OKLAHOMA FARMER-STOCKMAN

CARL WILLIAMS  
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES~RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

Great Page—Lowest Rate

## Merchandising Service in Chicago

The logical place to go for effective merchandising service is to the newspaper whose advertising leadership in its community gives it greatest influence with dealers. In Chicago that newspaper is The Daily News.

Cooperation of the dealer is easily secured by The Chicago Daily News because it means to him a repetition of merchandising success that has so consistently increased his profits.

It is the routine of good business with him. He knows The Chicago Daily News is as distinctly a part of his business as his own show window—that his customers habitually shop through it.

The day after day, year after year, advertising leadership of The Daily News in Chicago has established it in the minds of Chicago people as the great shopping medium—the market directory of Chicago, through which they buy and upon which they depend to keep up-to-date regarding desirable merchandise.

Accordingly, the first step in merchandising in Chicago is use of The Daily News' advertising columns.

The second is use of The Daily News' merchandising service.

**THE CHICAGO DAILY NEWS**  
*First in Chicago*

# A New Package That Is Quadrupling Sales of an Old Product

The Packer Tar Soap Company Finds That a Wrapper Can Do More Than Deliver the Product Safely into the Hands of the Ultimate Consumer

By James True

ANY good housekeeper will tell you of at least a dozen well-known products in as many minutes that are attractively put up, but that do not offer the maximum of convenience to the consumer in their packaging. Any experienced merchandising man will think of twice as many in the same length of time. In fact, the majority of advertised and standard products indicate that their manufacturers have given vastly more thought to the attractiveness of the packages than to the facility and convenience of their use.

In many lines, such as coffee, soap, baking powder, preserves, canned goods and many others, the forms and styles of packages are so firmly established that the manufacturer of a new line usually plans to put it into conventional containers, without thought of finding anything better. Of course, he attempts to make his packages as distinctive as possible, and he requires that they be of such quality as to keep the contents in perfect condition until they reach the hands of the consumer; but seldom is he inclined to consider any radical departure from the old-established containers.

Recently, a merchandiser of long experience said that almost invariably, when he suggested the advisability of changing an old package, or of designing a new one, so as to supply fully the consumer's needs and add to her convenience he was met with two objections—the increased cost of the new idea, and the fear of disturbing well-founded market demands or of meeting the resistance of the trade to unconventional merchandise, despite the fact that the demand for novel-

ties in many lines has tremendously increased during the last few years. Therefore, the recent experience of The Packer Manufacturing Company of New York in radically changing the package of its tar soap is particularly interesting to every manufacturer who realizes the possibility of improving his packages, for the results already established are significant.

## FIRST CHANGE IN FIFTY YEARS

During the fifty years that Packer's Tar Soap has been on the market no important detail of its package had been changed until recently. In appearance, the package was all that could be reasonably desired; it was attractive and distinctive, and it kept the contents perfectly until every cake reached the user. But after the oiled paper and tinfoil wrapper was removed the soap was sometimes inconvenient to use.

In the first place, because of the nature of its ingredients, Packer's Tar Soap wastes more than many milled soaps, when left in the open air. The glycerine it contains attracts moisture, and because of the dark hue imparted by the pine tar it has a tendency to discolor the soap dish and washstand. Furthermore, the soap is used largely for shampooing, and because it does not dry rapidly it was not so convenient as a liquid or milled soap for such intermittent use, since it was impossible to rewrap it more than once or twice in its original container.

"For a long time," explained Edward A. Olds, Jr., vice-president and general manager of the company, "we have been convinced that the growth of the business would be more rapid if

we could add to the convenience of the user. So, after a great deal of study, investigating and experimenting, we decided to discard the tinfoil and waxed-paper wrapper and put the goods up in individual metal boxes, which offer vastly better protection to the soap than the old wrapper, since they are airtight and rigid. However, the greatest advantage of the boxes is that they give the user almost a perfect means of keeping the soap under all conditions until it is used up.

"The cost of the boxes is, of course, much greater than that of the old package; but we were convinced, after our investigation among users, that the increased volume would make up for the extra cost, and recent selling tests strongly indicate that the increased demand will more than do this."

One of the most remarkable and significant features of the new package is the ease with which it was introduced to the wholesale trade. On January 15 letters were sent to the heads and general managers of the principal wholesalers of the country, telling of the change and stating that a complimentary box of three cakes of the soap was being mailed to the recipients. The response was generous. More than 100 letters were received from presidents and officers of the leading wholesale drug houses in the country, showing that the trade recognized immediately the value of the package.

The retailers were approached in a different way. Teaser advertisements were run in January drug journals stating that an important move had been made

in connection with Packer's Tar Soap, and all retail druggists were invited to guess what it meant, with the promise of prizes to all who answered. To every druggist who replied, a sample of the new package was mailed with



### *Its New Metal Container!*

Beautiful hair and white bathrooms welcome PACKER's in this new form

You can now give your hair the immediate and lasting benefits you know you can get from Packer's—with greater comfort and speed. The new metal box makes Packer's the handiest kind of a shampoo and bath soap imaginable. Here is your chance to have your own individual cake, to put away when not in use.

Every time you wish to use your Packer's it's just where you want it and the way you want it—in its own particular box, kept fresh, clean, proof and germ proof. It's your own cake of soap, for use when

needed but yours, if you so wish it. And the rest of the family can all have their individual cakes of Packer's.

How your young "dears" will enjoy it! It is a real "kit" package! And don't forget Dad's before at the club and his traveling bag! Same, too—when she makes that long, delightful commode visit! How glad she'll be to carry her own cake of Packer's with her, with no extra wrapping!

There is no extra charge for the new metal box.

We have tried to make this story as simple as the Direct Route is made to supply Packer's to the new metal box. But if you have any difficulty in obtaining it, send us the enclosed slip to your dealer and partner. We will send you our gift parcel free.

Two Packer's Manufacturing Company, Inc., Dept. 41-E, 110 W. 34th Street, N. Y. C.

Shampoo with  
**PACKER'S**

THE ARGUMENTS FOR THE NEW PACKAGE WILL BE PRESENTED PICTORIALY IN COPY SUCH AS THIS

a letter explaining the change. Then, in later issues of drug journals, the new package was formally announced.

Although the new package will not be advertised to the public until the April issues of a large list of general magazines, the retail tests already made promise an unusual increase in demand. A certain department store in Brooklyn has handled Packer's Tar Soap for many years, ordering about every six months. Recently, an order for the usual amount was received from this store, and, without comment or explanation, the new package was shipped instead of the old. Formerly the amount would have



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been a six months' supply; but the store reordered within two weeks.

Among many others, a store in the financial district of New York was chosen for experimentation. Sales for the last six months were carefully checked, and the sales of the average week determined. Then the Packer representative asked the manager of the store to request the sales people not to push the sale of the new package in any way. Several boxes of the soap were placed on the self-selling table, sales people did not mention Packer's Soap unless it was called for, and the first week's business was four times that of the average week. And many other results of the test sales are equally as satisfactory.

"So far," Mr. Olds continued, "we are more than satisfied with results, for they are greater than we anticipated. And I am convinced that the likes and dislikes, whims, convenience and opinions of customers regarding any product are of vastly more import-

ance in relation to sales than the average manufacturer realizes.

"We have already found that our new package is opening up a new field for us that promises to be very profitable—among the out-of-doors people, the campers, vacationists, sportsmen, automobile tourists. Some years ago, we thought that we might interest people of the kind by offering, at a nominal price, an attractive soap box; but we could not find one on the market that would fit our cake.

"Another source of increased business is the tendency of the members of many families to use individual soap. To our surprise, we found this well indicated in a number of instances, and our new box facilitates the habit. To a large family of children we sent several boxes of soap, with the request that it be distributed. Several days later, we found that all the children had scratched their initials on the boxes, and that each was guarding one for

# The George L. Dyer Company 42 Broadway New York

Western Offices  
76 W. Monroe St.  
Chicago



## Newspaper, Magazine and Street Car Advertising

### Publicity and Merchandising Counsel

exclusive use. And we believe that the desire for exclusive ownership on the part of older people is just as strong as the acquisitiveness of youths.

"We have also found that Army and Navy men, boy and girl scouts, office workers, and many others whom we never had thought of as special customers are now evincing an unusual interest in our product. And the increased demand from tennis and golf club members has been also indicated by comment we have heard during test sales. The reasons are now obvious.

"For nearly fifty years we merchandised our tar soap on the premise that the package was intended merely to deliver the product safely into the hands of the ultimate purchaser. Innumerable people bought our soap because of certain of its individual qualities, which we advertised widely, and because the soap did all that we claimed for it, they were satisfied.

"However, we have always known that tar soap was not quite so convenient to use as a milled soap, and about two years ago we began to study our product from the users' viewpoint. We carefully considered every possible objection, no matter how whimsical, and we at last determined, after considering many possibilities, that the metal box would, to a great degree, overcome them all.

"The cost to the jobber, retailer and user is the same as the old package. And what the increased cost to us will be we cannot accurately figure until we get into full production. But we are sure that the increased demand will more than compensate us, and, from present results, we consider that the improvement in the package is the most important move the company has made since it began the manufacture of its principal product."

J. H. Lanyon, newspaper man, and J. H. Cummings, formerly in the advertising business at Cleveland, have formed the Lanyon-Cummings Service at that city.

## Advertises for New Accounts with Business at Its Peak

During the height of the recent cold weather in Chicago the Consumers Company, through its advertising, emphasized its readiness to handle emergency orders for coal as a means of putting new customers on its books. In timely newspaper copy the company advertised that it would open its yards and make Sunday deliveries until noon. "If we don't satisfy you," the copy said, "we will remove the coal, give your money back and apologize for the mistake."

## Magazine on Income Tax Is Started

*The National Income Tax Magazine*, a monthly publication, has been started by Commerce Clearing House, Chicago. The first issue announces that the policy will be "to promote sound thought in economic, legal and accounting principles relating to all federal taxes and State income taxes." Thomas Brown is general manager, and Harry Arney is advertising manager.

## Joins New York "Evening Journal"

Arthur Carwardine, recently with the Western office of *Hearst's International*, has joined the Western staff of the New York *Evening Journal* at Chicago. Mr. Carwardine was formerly with the Samson Tractor Company division of the General Motors Corporation and at one time with Lord & Thomas, Chicago advertising agency.

## O. R. Elofson Sales Manager of Chicago Art Firm

O. R. Elofson has joined The Howard G. Carnahan Company, advertising illustrations, Chicago, as manager of sales. Mr. Elofson was formerly assistant to William H. Rankin of the Wm. H. Rankin Co., and later advertising manager of the Racine Rubber Company. He is former publisher of the *Bakers' Buying Guide*.

## Indianapolis Agency Incorporates

The Howard Caldwell Company, Indianapolis advertising agency, has been incorporated under the name of the Caldwell-Baker Company, Inc., with Howard C. Caldwell, president; Ellis J. Baker, vice-president and treasurer, and James D. Carpenter, secretary.

## Joins Portsmouth, O., "Morning Sun"

E. D. Sargent, for three years advertising manager of *Signs of the Times*, Cincinnati, has joined the Portsmouth, O. *Morning Sun* in a similar capacity.



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## One of the 1600

Sixteen hundred newsboys, each in business for himself, deliver The News daily into 65,000 Indianapolis homes. More than 95% of The News city circulation is delivered at home—its proportionate street sale is probably less than that of any other metropolitan newspaper.

It is in the home that sales are made. It is into the home, into the heart of the family circle, that The News carries its selling messages. It is circulation that counts.

# The Indianapolis News

FRANK T. CARROLL, Advertising Manager

New York Office  
DAN A. CARROLL  
150 Nassau St.

Chicago Office  
J. E. LUTZ  
The Tower Bldg.

# Two Hundred Fifty-Six



Farm crops and livestock increased \$1,729,543,000 in value in the 18 Capper Farm Press States between the dates December 1, 1921, and December 1, 1922.

This remarkable increase made by these 18 states is 256.7% greater than the total increase made by all the other 30 states combined.

In other words, 72% of the entire United States' startling gain in agricultural prosperity in the last year was made by these 18 Capper Farm Press States.

From a volume standpoint these 18 states also made outstandingly greater gains in crop and livestock.

*Circulation 1,593,160*

*Arthur Capper*  
PUBLISHER

TOPEKA, KANSAS

## THE CAPPER

Sections - Capper's Farmer - Oklahoma Farmer - Kansas Farmer and Mail and Breed

# Six Per Cent Greater Increase

production than did all the other states. In many classes of livestock and crops the entire gain was made in these states alone.

This was natural and logical. In these states there is better soil, greater literacy, better and more farm equipment, better financial facilities, greater wealth and more aggressive, progressive and adaptable farmers. They will repeat with even greater gains in 1923.

The Capper Farm Press has never doubted the ability of this rich agricultural region to come back quickly to a prosperity basis. During the past two years our papers have increased, rather than decreased their editorial efforts and have proved a constructive, optimistic force in this reconstruction. At the same time they have fought valiantly to secure for the farmer the better economic position he deserves.

This record of 1922 is simply another proof that the Capper Farm Press is the first medium in the first farm market.

*\*From Weather Crops and Markets, Dec. 23 and Feb. 3.*



Line Rate \$8.15

M M Rate \$5.12

## ER FARM PRESS

Marco Morrow  
ASST. PUBLISHER

Nebraska Farm Journal-Missouri Ruralist  
Pennsylvania Farmer-Ohio Farmer-Michigan Farmer.

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***Try It Out in Representative Milwaukee***

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## Low Advertising Cost—

—in a rich, responsive, representative market is an important factor for your consideration. When you're planning a campaign, whether for a single market test, or for national coverage by zones, remember that the Journal offers you 80% coverage in the concentrated buying area of the *prosperous* Milwaukee-Wisconsin market.

One proof of this prosperity is the fact that the Wisconsin crop for 1922 brought \$269,264,000.00—20% more than the 1921 crop.

A single medium—The Milwaukee Journal—gives thorough coverage at one low cost.

Furthermore, The Journal offers you *complete* advertising service—Rotogravure—color—black and white. Thus *maximum* results are possible—in The Journal you can choose the kind of newspaper advertising *best suited to your needs*.

**The Milwaukee  
JOURNAL  
FIRST—by Merit**

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***"As Milwaukee Buys—The Nation Buys!"***

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# Sells Dish Washer on Reputation as Maker of Fire Arms

Institutional Campaign Succeeds Reason-Why Copy for Colt's Patent  
Fire Arms Mfg. Co.

THE trend of advertising during the past few years has been generally away from the non-specific, institutional type of copy to the specific, so-called selling type. Advertisers have felt the need of getting down to cases, of talking price, improvements, durability, and all the other reasons why their products should be preferred to those of competitors.

The Colt's Patent Fire Arms Mfg. Co., however, has found it advantageous to take just the opposite course in its advertising of the Autosan Dish and Silver Cleaning Machine. In its reasons for doing so is another illustration of the value of years of successful advertising to the company that decides to manufacture a new product for a new field.

When the war ended the company found itself with a great deal of equipment on its hands for which it had no present use. Like other arms manufacturers it cast about for something that would put this equipment to work and found the Autosan dish washing machine, which had been made for some time by another company.

It started to manufacture Autosan and dispose of it through a selling agent, but later took over the selling of the machine entirely. Today it sells direct to dealers from the factory.

Autosan has a number of excellent talking points. In the first place it is made of copper and copper alloys. Experience has proved that copper will stand up under the steam and acid exposure necessary in a washing machine. In the second place Autosan has a special fibre cushion device which greatly cuts down the breakage. Third, the rotary automatic action is a great improvement on the ordinary intermittent action common to so

many other competing machines.

The company had a lot of figures at its disposal to show why Autosan was one of the best machines on the market. It could show that one hotel cut down its breakage over \$30,000 a year by installing Autosans. Another hotel, by cutting its dishwashing force from thirteen to seven men, reduced employment costs about \$6,000 a year, a real saving.

From the start the company used an aggressive business-paper campaign, backed by direct-mail. Using full pages in most instances it hammered home the various talking points in highly specific copy. It talked durability, economy (despite the fact that its cheapest machine sold for \$700 against some machines for as low as \$300), efficiency, practicability, and all the other definite selling points at its command.

## WHY A NEW CAMPAIGN WAS DECIDED UPON

However, as the campaign progressed it found itself faced by a peculiar condition. Gradually its talking points were losing force. Other machines were being made of copper. Others could talk economy. Others could claim efficiency.

In other words, the company began to feel that it was up against an "Is that so?" attitude toward its advertisements. The result has been the present campaign, which is almost institutional in its appeal.

"Confidence" is the heading of one advertisement which has the subhead "Men have staked their lives on the name—Colt's." "Reputation" is another heading, and the copy goes on to tell what Colt's has come to mean in the years since 1836, when the first Colt's fire arms were manufactured. Instead of trying to hammer home certain big talking

points the copy touches on them with short sentences. For instance, this paragraph from one advertisement:

We make it with all the precision with which we make pistols, and with all the painstaking care. We make it of bronze because other metals cannot stand up against the scalding alkalis

record speak for Autosan. Its competitors can take the talking points, they can adapt the ideas, but they can't take the reputation Colt has built.

The present campaign is a fine illustration of the value of consistent advertising and honest

manufacturing over a period of years. It proves again the old point, that of two companies entering a new field as competitors, the one with the best advertising and manufacturing record has the greater chance of success.

Another asset the company has is the good-will of its dealers. Formerly Autosan was sold either direct or through dealers, the selling agency not going out of its way to help the dealers. The result was that dealers were not going out of their way to talk it. Today the company turns inquiries over to dealers and tries to do very little business direct. As a result of this policy it has built up an enthusiastic force of dealers and is finding a corresponding increase in sales.

An interesting feature about the present campaign is that it is to send in for folders. The company has found that the new type of copy has not caused any great decrease in the number of inquiries which it is receiving. To each prospect who asks for a folder, the company sends literature which gets back to rock bottom again, which dwells on the main talking points and hammers at them for all it is worth.

This policy of institutional copy backed by direct-mail is proving productive of real sales.

## REPUTATION



**The Name That Colt's Built**

SINCE 1836 Colt's name has meant strength, stability, and undiminished quality. The soldiers of the Civil War came to know Colt's fire arms as dependable weapons, and their dependability has increased with new inventions that have come during the 86 succeeding years.

Colt's has built an enviable name, but it is not for the manufacture of fire arms alone. These same rigid standards, then, founded a reputation in one field, have been applied to the solution of a problem that has troubled the hotel and restaurant man for years. Colt's has won a name for the production of the finest dish and silver cleaning machine that has ever been built.

This machine is the AUTOSAN. We make it with all the precision with which we make pistols, and with all the painstaking care. We make it of bronze because other metals cannot stand up against the scalding alkalis which clean china and silver. We make it so efficient that it cuts payrolls in half, and saves 50 per cent of the losses from breakage and chipping of china and glassware. We make AUTOSAN in the world's largest dishwashing machine plant.

AUTOSAN is another reason to make us proud of the reputation that Colt's has achieved.

Colt's Patent Fire Arms Mfg. Co.,  
Hartford, Conn., U.S.A.

Patent 1,718,112 is a kind of trademark. The name was used to insure that the machine was made to the same standards. Nothing else.

**AUTOSAN**  
TRADE MARK REGISTERED U.S. PAT. OFFICE  
**DISH AND SILVER CLEANING MACHINE**

FEBRUARY BUSINESS-PAPER COPY THAT HAD A TIMELY  
TIE-UP

which clean china and silver. We make it so efficient that it cuts payrolls in half, and saves 50 per cent of the losses from breakage and chipping of china and glassware. We make Autosan in the world's largest dishwashing machine plant.

Even here the copy has a distinct institutional touch.

The company has fallen back on its reputation built up with years of careful manufacturing and efficient advertising. When everything else has been said by its competitors, the company can come forward and point with pride to its record and let that

## 22 YEARS IN VOGUE



**W**E began advertising in Vogue 22 years ago. At that time Vogue's circulation, though select, was small. Since then we have seen Vogue grow into a national advertising medium. And while Vogue's circulation has increased to many times its figure in 1901, it remains, through rigid adherence to the highest editorial standards, as select as ever.

We have had a schedule of advertising in Vogue every year for 22 years. We see no reason why we should not continue this schedule for 22 years longer.

(Signed)

**PECK & PECK**

**V O G U E**

*One of the* **CONDÉ NAST GROUP**

## May Transfer Patent Office to Com- merce Department

**Change May Be Made In Accordance with Secretary Hoover's Expressed Desire for Jurisdiction Over This Office—Separate Trade-Mark Bureau May Follow**

*Special Washington Correspondence*

**T**HE announcement of the plan for reorganization of the Executive Department of the Government as approved by the President, indicates that in accordance with Secretary Hoover's desires for a genuine Commerce Department worthy of the name and comprising all the commercial units of the Government, Congress will be asked to transfer jurisdiction over the Patent Office from the Interior Department to the Department of Commerce. This is a logical step and delay in making it is explained only by the circumstance that when the Patent Office was originally created there was no such thing as a Department of Commerce in the Government. While it is to be expected that the Patent Office will retain its present building and continue its practical exemption in patent matters from any considerable degree of supervision by a cabinet officer, it is also quite probable that the administration of the trade-mark laws will soon be taken away from the Commissioner of Patents and lodged in a Registrar of Trade-marks who, with his Trade-mark Bureau, will move out of the Patent Office and acquire quarters in the Commerce Department or elsewhere at the same time bequeathing to the Commissioner of Patents the rooms now used in the Patent Office by the Trade-mark Division and which are so badly needed by the patent examining staff.

The registration of trade-marks has assumed such proportions in recent years that it is recognized by trade-mark officials, specialists and proprietors that it is impossible for officials whose primary duties relate to patents to cope

adequately with the problems arising each day in the administration of the trade-mark laws or to secure from Congress the appropriations or legislative changes so badly needed to provide for an adequate system of trade-mark registration. In fact, the complete revision of the trade-mark laws proposed by the American Bar Association arises largely if not entirely from the fact that no Commissioner of Patents has ever assumed full responsibility for bringing to the attention of Congress each year needed amendments of the trade-mark laws as evidenced by the practice and decisions. In fact, the annual reports of the Commissioner of Patents are barren in this respect.

## Audit Bureau of Circulations Meets at Montreal

The annual Canadian meeting of the board of directors of the Audit Bureau of Circulations was held at Montreal on February 17.

A representative gathering of advertisers, agents and publishers attended the annual dinner which followed the meeting. The principal speaker was Hon. G. P. Graham, Canadian Minister of National Defence, who is publisher of the Brockville, Ont., *Recorder-Times*. Among the others who spoke were: O. C. Harn, National Lead Company, president of the Audit Bureau of Circulations; Lynn Sumner, International Correspondence Schools; L. B. Jones, Eastman Kodak Company; F. A. Wilson-Lawrenson, Union Carbide Company; William Findlay, A. McKim, Limited, and R. S. White of the Montreal *Gazette*.

## R. P. Davidson, Business Manager "Hearst's International"

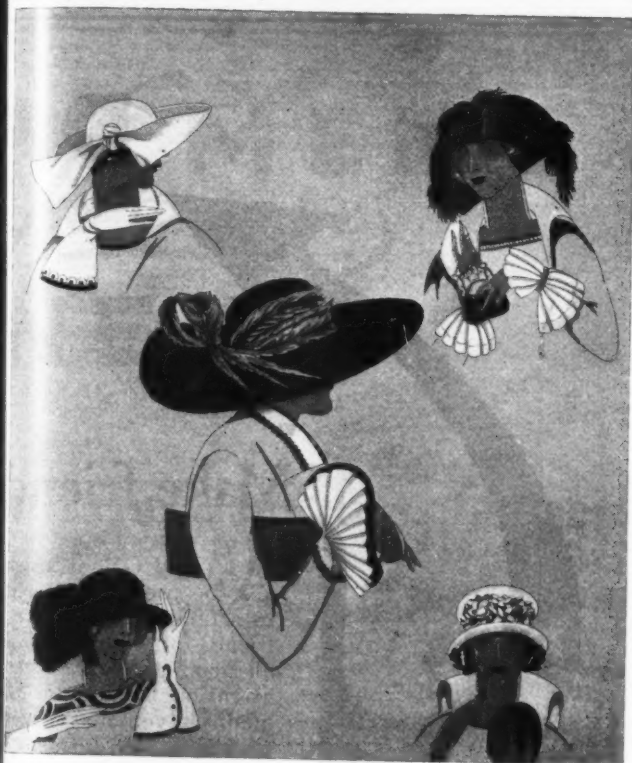
Robert P. Davidson has been appointed business manager of *Hearst's International*, of New York. Mr. Davidson, who had been business manager of *Motor*, succeeds Richard H. Waldo, resigned.

Earle H. McHugh, Western manager of *Motor* at Chicago, has been appointed business manager of that publication.

## Sun-Maid Raisin Account for J. Walter Thompson

The Sun-Maid Raisin Growers, Fresno, Cal., have appointed the J. Walter Thompson Co., Inc., to direct their advertising account beginning March 1.

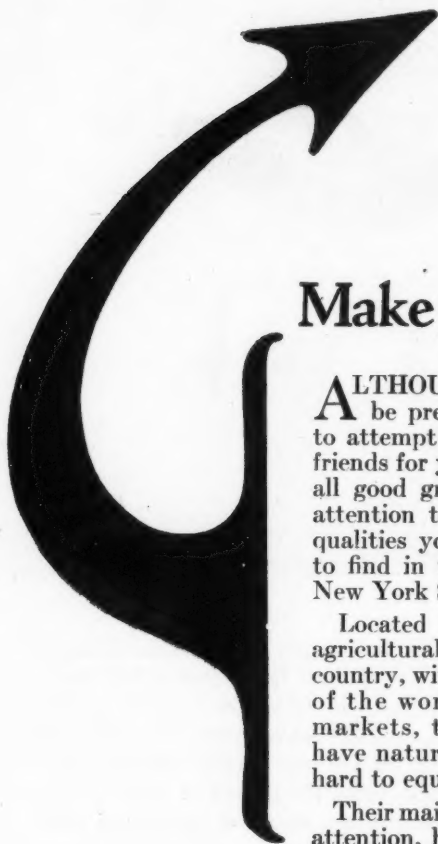




POETS and women have this in common: the first touch of Spring goes to their heads. The first touch of Spring, so far as new Paris hats for the fashionable woman are concerned, appears in the February Harper's Bazar. Here are hats to entice the interest of every woman and, especially, the woman of wealth and social position—the typical reader of Harper's Bazar.

*Harper's Bazar*

D A



## Make friends with

**A**LTHOUGH it might be presuming for us to attempt to select your friends for you, we can, in all good grace, call your attention to some of the qualities you may expect to find in the farmers of New York State.

Located in the richest agricultural territory in the country, within easy reach of the world's greatest markets, these farmers have natural advantages hard to equal.

Their main claim to your attention, however, is the fact that they are business

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# DAIRYMEN'S *League* NEWS

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men as well as farmers. They have co-operative marketing associations to market their products on a modern business basis.

This insures them a ready and advantageous turn on the fruits of their toil and gives them a stability over a period of years that is not to be denied.

One hundred thousand of these progressive farmers read the Dairymen's League News, the main champion of co-operative marketing in New York State.

Each week the News de-

votes several columns of editorial and news matter to co-operative marketing news.

As an advertising medium for the products farmers buy, the News is worthy of your thoughtful consideration. As a direct means of communication with the farmers of New York State, it has no near rival.

**Dairymen's League News**  
Utica, N. Y.

NEW YORK: 119 West 41st St.  
Phone—Bryant 3463

CHICAGO: 608 Otis Building  
Phone—Franklin 1429

# WICHITA FALLS, TEXAS

## The Oil Center of North Texas

The oil industry is a steady, stable and colossal business. True, it has its peaks and valleys, but never is there a closing of the mill, mine or factory in the oil industry. It requires a great investment of capital, a vast organization for supplies, a constant effort and labor, giving employment to many thousands.

New pools are constantly being discovered, and old oil producing areas extended so that the industry gains in volume.

### OIL PRODUCTION FIGURES FOR WICHITA COUNTY

1911.....	889,579 barrels	1917.....	9,541,536 barrels
1912.....	4,227,104 "	1918.....	12,159,032 "
1913.....	8,131,627 "	1919.....	30,279,108 "
1914.....	8,227,951 "	1920.....	32,895,485 "
1915.....	5,833,386 "	1921.....	24,184,955 "
1916.....	7,837,386 "	1922.....	19,896,033 "

The refining industry is second only to that of crude oil production. There are 41 refineries at Wichita Falls and within a radius of 25 miles having a potential still capacity of more than 90,000 barrels daily. Solid trains of tank cars filled with gasoline, fuel oil and naphtha leave Wichita Falls, Burkburnett and Electra daily for the consuming centers in the North and East, and for the gulf ports for export.

Here live the men who operate throughout this territory. Here are located supply houses and plants and shops manufacturing oil field tools and supplies.

Wichita Falls is the center of the oil industry in north Texas. Official maps show the proximity of the great oil producing areas in north Texas and southwestern Oklahoma to Wichita Falls and the direct rail connections between practically all the pools and Wichita Falls.

An oil town is different from the average and from a merchandising standpoint is equivalent to a city of much larger population. Regardless of the current price of crude oil, there is always ready money in abundance, and an impressive demand for the very best merchandise available, as a rule, only in very large metropolitan centers.

Obviously Wichita Falls with its 40,000 population should be classed with cities of larger population and included in all Texas advertising campaigns.

Please let us supply more complete information.

## Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

### Wichita Falls, Texas

E. Katz Special Advertising Agency  
New York Chicago Atlanta Kansas City San Francisco

# Teaching Dealers How to Sell Semi-Perishables

What Has Been Done and What Can Be Done to Show Dealers That Old Stock Grows Older and Older if New Stock Is Sold First

By a New York Sales Manager

EVERY manufacturer of articles in the semi-perishable class knows how costly it is to have dealers fail to sell their stock in proper sequence. The bugaboo of the semi-perishable manufacturer is the return of unsalable goods—unsalable through no fault of manufacture.

Many makers endeavor to limit their liabilities by various rules and regulations. A common method is to conspicuously date each package, notifying their customers that no goods will be accepted for return after a given number of months. This would seem to cover the situation—but it far from reaches either the source of the difficulty or a thoroughly satisfactory solution of the problem.

For the alert dealer proceeds to protect himself against loss through deterioration by making a monthly inspection of stock and sending back to the manufacturer all items which are approaching the limit of guarantee, even though these are in thoroughly salable condition and would remain so for several months. This means that the dealer returns to the manufacturer, often without possibility of salvage on the maker's part, merchandise which without the limitation method would be kept by the dealer, sold by him, and consumed without the slightest loss of reputation.

Other manufacturers depend upon their salesmen to keep close tabs on their dealers' stocks and to refuse to let the dealer buy more than a given number of months' supply at a time. This is fine in theory, but seldom works out in practice. For example, in the war years, when trade was booming and consumers buying freely, this method of limitation cost a New England manufacturer tens of thousands of dollars in

a single month before the rule was changed. In another case it led to charges of partiality. Inevitably it leads to difficulty in connection with the opening of new accounts where, often, the dealer is a far better judge of the quantity that he can dispose of than is any salesman.

## THE DEALER CAN REMEDY THE CONDITION

The real source of trouble—assuming that a good salesman is involved—will usually be found to be within the dealer's control. The most important single thing in connection with the sale of semi-perishables by the jobber or retailer, is that he dispose of his earlier purchases before selling goods which have more recently arrived. If a dealer will but sell his old stock before his new, it is estimated, in lines varying as widely as flashlight batteries, library paste and breakfast foods, that he will obviate for himself and for the manufacturers involved, all but the consequence of buying errors or the inevitable result of sudden cessation of consumer demand.

But if it is easy to determine that the reason for the difficulty lies in failure to sell stock in order of purchase, it is tremendously hard to correct this condition. This is because selling old stock is personally inconvenient for one or more individuals within the dealer's store. In connection with shelf stock, the boy who "fills up the shelves" from storage stock finds the lines of least resistance will lead him to put new packages in front of packages already in the rear of the shelves. In consequence, the cartons, bottles, boxes or jars at the rear of the shelves are never sold unless the shelf stock is completely sold out

on that item. In a historic case in Springfield, Mass., a carton was found on the rear of the line of a forty-inch shelf which had remained in one position for seven years.

Storage stock offers the same opportunities for the easy-going stock clerk and delivery man. When a shipment arrives from the manufacturer, the lines of least resistance pile the incoming stock on top of the old stock. Particularly where storage space is at a premium and aisles are narrow, it certainly does involve manual labor for both the stock clerk and the delivery man to remove first the old stock, pile up the new stock, and then put the old stock on top of the new stock.

In this case the historic incident connected with our industry was the receipt, several years ago, of several cases of our products manufactured in 1876, and discovered at the bottom of a pile which had remained in the same position and which came to light only when the retailer moved into new quarters—forty-three years later.

In running over our records of returned goods for 1922, such dates as 1901, 1907, 1903, 1911, 1916, 1912 are taken at random from the records of our wholesale customers, showing that this failure to sell old stock first is not confined to retailers alone. That we are not alone in facing such absurd conditions, I know from my relations with brother sales managers in such diverse lines as toilet preparations and small office devices. One manufacturer of pencil sharpeners told me the other evening that a New York stationer had just asked him to credit in full a case of two dozen sharpeners of a model which was discontinued in 1912.

In the education of our customers to the importance of selling old stock before new, we have tried many methods. Our "Good-Will Men" make it a point to impress upon the managements that they suffer with us because, while our guarantee covers all defective merchandise, it does not provide

for return or credit on goods after "a reasonable period" has expired. We purposely do not define this "reasonable period," for reasons which would be obvious to those who have paid the penalty of setting a definite limitation, thus encouraging dealers to return stock just before the limitation period expired.

These "Good-Will Men," together with our senior and junior salesmen, go out of their way to become acquainted with storage warehouse men, stock clerks and, above all, with the boys or clerks responsible for the shelf stock. We point out to them that the customer's satisfaction depends upon his receiving fresh merchandise. We hammer home that the way to build up a store's reputation is to be certain that every customer gets the latest goods, fresh from the factory, while boxes, cartons and labels are unsoiled and while the contents is at its best.

Through letters, bulletins, and through our house-organ, we hammer away that the selling of new stock before old makes the old stock grow older. We draw the inevitable conclusion that this old stock not only becomes unsalable, but that it means a loss to them in profit and prestige.

#### A PRIZE CONTEST IS USED

In spite of a dozen years of seemingly aggressive educational tactics and a gradual tightening of our "reasonable period," we felt, a year ago, decidedly dissatisfied with the progress we were making. So we sought for some more compelling means to make dealers both think and act. The result was a provision of \$2,000 to finance two prize contests. The first went to the proprietor of the store whose stock showed, on unexpected examination, to be in the best condition and whose mechanical method of providing for the selling of old stock first was proof that the condition of the stock was not purely accidental. The second contest was for employees and was divided into two sections. Section "A" was for

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# "It Shall Be Done"



"Send one hundred Cosmopolitans in addition to one hundred wired for yesterday making two hundred extra."

From all over the country dealers are wiring for from ten to five hundred more copies of March Cosmopolitan. The steady increase in the sale of Cosmopolitan is especially significant because of the thirty-five cent price.

"It can't be done," said the wise ones a year ago — "*It shall be done*," said our editors and our Sales Department.

The healthy growth every month during the past year tells the story.



Entertainment—Service

# Cosmopolitan

America's Greatest Magazine

35c

W. S. BIRD

Eastern Sales Manager

A. C. G. HAMMESFÄHR

Business Manager

J. J. BARNETT

Western Sales Manager

shelf stock; Section "B" was for storage stock. In these two latter contests the prizes went not for condition of stock, but for methods of handling stock. We encouraged contestants to send in both diagrams and illustrative incidents, as well as plain descriptions of methods they used or advocated.

Out of the several thousand contestants who entered the contest, not one really novel idea came to us. We anticipated this condition because we had made, through a storage expert formerly with the Government in war time, an exhaustive analysis of possibilities, long before the contest started. But it did arouse interest. It did supply a legitimate excuse to our salesmen for bringing up the stale subject again in a new and favorable way. It did enlist the active interest of thousands of clerks and sales people who did not enter the contest, but who could not help but be impressed by the photographic illustrations and startling examples showing the cost of selling new stock first and letting the old stock grow older.

Some of the suggestions were excellent, but, unfortunately, not capable of being adopted generally. The net result of the contest drove home to us that the one way to minimize the evil was a closer acquaintance by our salesmen with every man and woman in a position to help end the evil by doing their individual part in securing proper stock rotation. As a result of the contest we have, in a number of cases, paid half the cost of new storage bins for our distributing agents, because our storage expert designed a simple type of bin which can be used by wholesalers and which makes it *almost* as easy for the delivery men and storage warehouse employees to put new stock where it will be used last instead of first.

We know today that no royal road has been discovered, so far, that will automatically and mechanically solve the problem. All vague hopes of some wonderful

discovery have left us. So we have settled down for 1923 to pick out of every field men to carry on the educational work, and to capitalize every single case when dealers seek to return ancient merchandise, to drive home the lesson to Mr. Jobber and Mr. Retailer that old stock grows older and older if new stock is sold first, and that the net result hits his pocketbook.

### Road-Equipment Manufacturer Trade-Marks Products

The trade-marked name of "Galion" recently was registered by the Galion Iron Works & Manufacturing Company, of Galion, O., manufacturer of equipment for road builders and contractors. The company has been using this trade-mark for some time which, according to George C. Hench, advertising manager, was adopted as a standard mark of identity for use on its advertising literature.

Mr. Hench informs PRINTERS' INK that a new six-page circular letterhead is being used in the company's direct-mail advertising which illustrates its entire line of road-building machinery. "We do not contemplate any unusual periodic advertising campaign," he writes, "because we are constantly at it, confident in the belief that constant effort more nearly produces constant results."

### New Accounts for Los Angeles Agency

The Dollar-Point Pencil Company, Los Angeles, manufacturer of "Art-point" and "Dollar-point" metal pencils, has placed its account with the Los Angeles office of the L. S. Gillham Company, Inc., advertising agency. California newspapers will be used, supplemented by direct-mail to dealers.

The Sloan Seed Company, Los Angeles, has appointed this agency to direct its advertising.

### New Advertising Business at Louisville

Aubrey Cossar, who formerly conducted an advertising service under his own name, and John Erle Davis, recently Sunday editor of the Louisville *Courier-Journal*, have formed the advertising business of Cossar & Davis, at Louisville, Ky.

### W. G. Curley with Foster & Kleiser

William G. Curley, formerly account executive of the Curtis-Baum Company advertising agency, Oakland, Cal., has joined the Oakland office of Foster & Kleiser, outdoor advertising.



## Leads Entire Country in Automotive Advertising

On Sunday, February 4th, The Minneapolis Journal published 104,055 lines of Automotive Advertising.

From such records as have been published this is the largest volume of Automotive Advertising published in any one edition of any newspaper in America this year.

The Auto Show Number of The Sunday Journal was also the largest edition ever published by this newspaper, comprising 168 pages.

Moreover, this edition had the largest circulation in The Journal's history—148,000.

# THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and  
San Francisco by O'Mara & Ormsbee, Inc.*



**W**ITH due respects to the Editorial Department, Mrs. Jones doesn't always turn hurriedly to the big news story about what the Turks are doing, when she picks up the daily paper.

More likely than not she hurries to the page ad that tells the bargain price on Turkish Towels. Which only shows that not all the news is in the news columns. And if you have a real story to tell in your advertising, you can depend upon the Mrs. Joneses and Mr. Smiths of Baltimore to read it.

Advertising is news—and the Sunpapers carry most of it.

*Everything in Baltimore Revolves Around*

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD  
Times Bldg., New York

GUY S. OSBORN  
Tribune Bldg., Chicago

## Death of William J. White of Yucatan Fame

**WILLIAM J. WHITE**, one of the pioneer chewing gum manufacturers of this country, died in Cleveland on February 16 as a result of injuries which he received a few weeks ago from a fall on a slippery pavement. Mr. White was 72 years of age. He was a native of Canada.

For a time Mr. White was a cook in the service of the United States Army. It was while he was thus employed in 1881 that he ran across a candy pedler who had in his possession a recipe for the manufacture of chewing gum. It is said that Mr. White bought this recipe and on it founded the business of W. J. White & Son of Cleveland.

When the American Chicle Company was organized in 1899, W. J. White & Son was one of the chewing gum manufacturing concerns that was absorbed in this consolidation. He is said to have sold his interest in his company to the consolidation for five million dollars. He became the first president of the organization.

Mr. White is given the credit of being one of the pioneers in the chewing gum business who contributed fundamental ideas to the success of this industry. Thomas Adams, Sr., is said to be the first man to use chicle in chewing gum. Before that time commercial chewing gum was made from paraffine. Spruce gum was in use in some places, but it never attained much popularity. About 1874 chicle was brought from Mexico with the idea of substituting it for rubber in the making of wagon or bicycle tires. It failed to secure favor for that purpose. Mr. Adams, however, recognized in the commodity a possible basis for chewing gum. When Mr. White had bought his recipe and put Yucatan on the market he started to add sugar and flavoring to the chicle gum then being made. His wife assisted him in manufacturing the gum at

night, and he pedled it about town the next day. In time he built up an enormous business on Yucatan, especially through the Mississippi Valley States, where it was one of the most popular brands on the market. The next big idea was brought into the chewing gum business by Dr. Beeman, an apothecary, also of Cleveland. Stimulated by the Yucatan success, he conceived the idea of putting pepsin into the gum and then being able to advertise digestive properties for it. All of these companies—Adams & Sons Co., the Beeman Chemical Co., and W. J. White & Son were merged in the American Chicle consolidation.

### Bert Barnes with Aircraft Company

Bert Barnes has been appointed advertising manager of the Williams Bros. Aircraft Corporation, San Francisco, manufacturer of the Williams accelerator, etc. He formerly conducted an advertising service at Brooklyn, N. Y., under his own name and at one time was with The Morse Dry Dock & Repair Company, also of Brooklyn, as advertising manager, and was editor and publisher of *The Blue Pencil*.

### Who Claims This Slogan?

CHICAGO MORRIS PLAN BANK,  
CHICAGO, ILL.

Editor of PRINTERS' INK:

Will you kindly advise me through your slogan registration department whether any bank or other institution is using the slogan—"Save As Though You Meant It."

CHICAGO MORRIS PLAN BANK,  
STEPHEN B. CLARK,  
Secretary.

### New Business-Paper Campaigns

Business publications are being used in the advertising campaigns of the Handcraft Dress Company, the Annetta Waist & Dress Company and Beau Monde Frocks, all of New York. These campaigns are being directed by Williams & Saylor, Inc., advertising agency of that city.

### Death of Geo. W. Washburne

George W. Washburne, head of G. W. Washburne & Co., advertising agency, Louisville, Ky., vice-president of the Revista Publishing Co., and formerly editor of the *Wine & Spirit Bulletin*, died at Louisville on February 11. Mr. Washburne was 63 years of age.

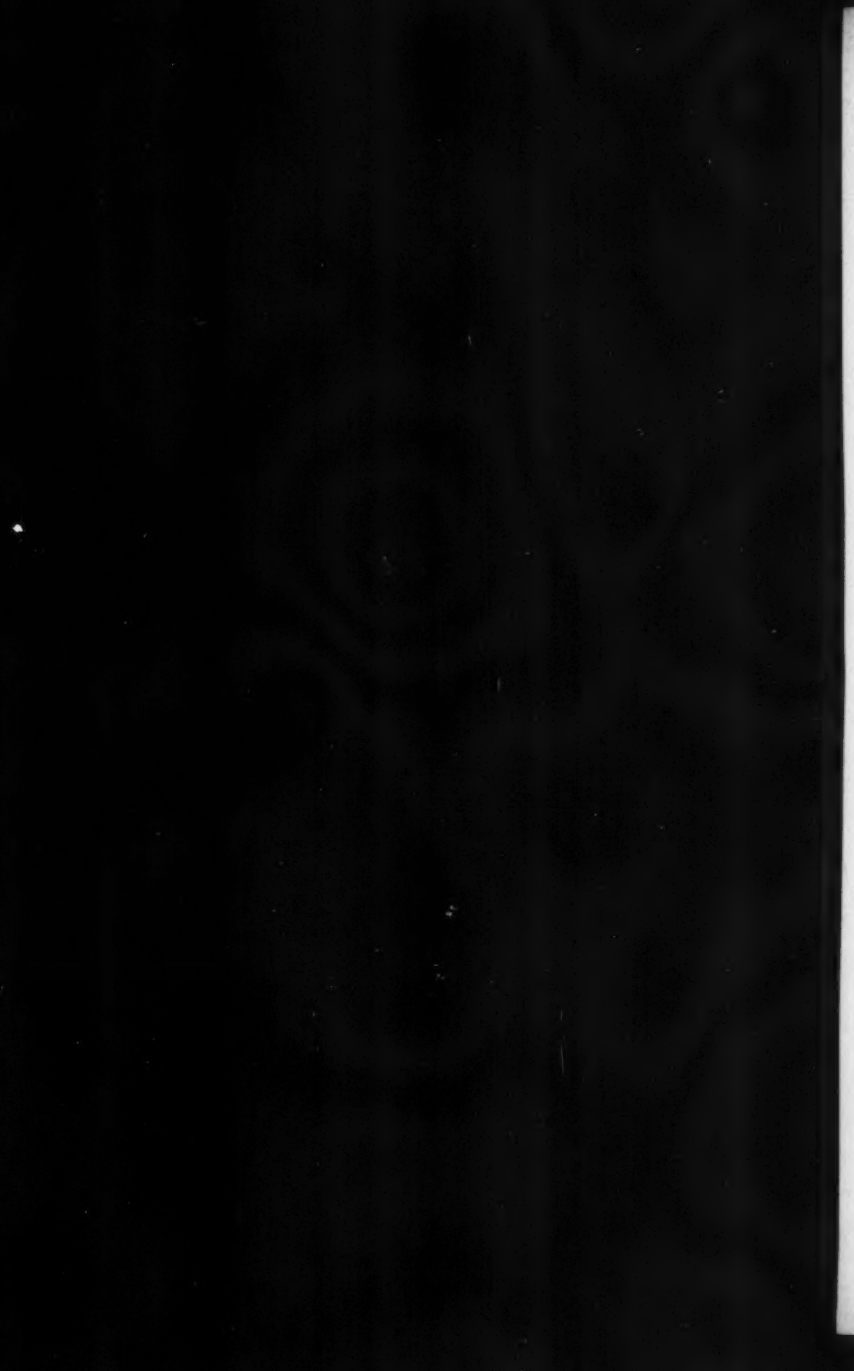
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*More than*  
**1,900,000**  
*Circulation*



*Reprinted from a newspaper  
advertisement which ap-  
peared February 20, for The  
American Magazine.*

---

**T**HE AUGUST 1922 number of The American Magazine announced "more than 1,800,000 circulation."

The March 1923 number, now on sale, announces "more than 1,900,000 circulation."

So the steady growth goes on; an average of 210,000 *more* buyers every year for seven years.

**W**HAT is it that draws a whole new city to The Ameri-



---

can Magazine every twelve months?

You have only to buy the March number to find out. *You* are in its pages, and many people you know.

There is something about your business and something about your wife.

Our insatiable interest in people and our curiosity about the stage; our anxious affection for our children; the love of man for his dog; the satisfaction we get from meeting a winner; and the age-old questions that haunt us—of life, and death, and what comes after death—all these are in the March number.

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In unending variety they are  
in *every* number.

As long as *life* continues to  
be interesting The American  
Magazine should continue to  
grow.

For it is the thrill and adven-  
ture of *living* imprisoned in  
paper and print.

*The*  
**American**  
*Magazine*

1,900,000 Circulation

The Crowell Publishing Company

*Frank Braucher, Advertising Director*

381 Fourth Avenue

New York, N. Y.

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# Silk—the Greatest Individual Field of Textile Advertising

But the "Queen of Fabrics" Is Also One of the Most Neglected from an Advertising Standpoint

By Leon H. Allen

*Of The Dry Goods Economist*

AT the time this was written the International Silk Exposition at Grand Central Palace in New York was drawing to a close. On this display of silks in every stage from the raw product to the finished fabric the Silk Association of America is said to have spent two million dollars. The showing looks it—for it is truly a remarkable demonstration of the magnitude of the silk industry.

The outsider seeing this great revelation of variety and beauty in the production of silk, and knowing what it costs to stage such an exposition, would be apt to jump to the conclusion that the silk industry was a believer in advertising. In sorrow let it be noted that said outsider would be altogether wrong.

With every appeal which makes good advertising copy—the appeal of beauty, of style and of romance; and with a unit price which makes advertising worth while—broadly speaking, silks remain unhonored and unsung by the manufacturing and wholesale distributing ends of the business.

No industry of similar magnitude has fewer names known to the general public. A handful of manufacturers like Cheney, Malinson, Migel, Skinner, Goetz, Cortecelli, Belding and Schoen have carried the banner in an advertising way, but some of the biggest houses have never adopted a consistent program of advertising. The reasons advanced within the industry for this condition are numerous and varied.

In addition to the usual prosperous times excuse of "Why advertise, we are apportioning our product," and the slump wail of "What's the use, people won't buy," there are the arguments

about style making prestige-building precarious, the difficulty of identifying merchandise, etc.

As a column writer would put it, "There's a germ of truth in many of the reasons advanced." It is that little bit of truth, however, which lends soundness to so many fallacious arguments.

Style does upset many an apple cart in the silk industry, as in any other which flirts with the fickle jade of Fashion.

There is a difficulty not found in packaged articles of making sure of identification.

To woman and retailer alike silk brands mean very little.

But withal there is no greater opportunity in textiles or any other industry than that afforded by the advertising of silks in accordance with the sequence and selection of silks in the great consuming market.

Let us examine the facts.

Over a four-year period the average importation of raw silk as reported by the U. S. Bureau of Foreign and Domestic Commerce amounted to \$251,376,230.

The figures on the finished product in yard silks are not available, but one house alone, a non-advertiser, is reported to have an average business of over fifty millions a year.

## SILK TRADE COMPLICATIONS

As there are four or five other houses in New York's silk district reported as doing a volume equal to or in excess of this figure it is perfectly safe to say that the industry is financially desirable. The silk manufacturer or distributor can advertise if he has the inclination.

The man who knows silk marketing admits this, but immedi-

ately raises the objection that *the peculiarly complicated machinery behind the production and sale of silks militates against the advertising idea.*

In a measure this machine is very similar to that which moves cottons in the American market plus a few additional cogs made necessary by the fact that raw stock must be imported great distances, necessitating what are in effect additional banking facilities.

Today silk comes from Japan, China, Italy, France and Asia Minor in about the order named. Japan and China are, of course, predominant in raw silk production.

The great distance between these silk producing countries and the United States means that the average silk manufacturer must buy from raw silk operators in this country, or have his "on the spot" purchases financed by factors who make a business of that very thing.

Quite naturally this long time financing gives the factor a dominating place in the silk industry—indeed, makes him a cornerstone.

Factoring arrangements vary. Sometimes the relation is strictly financial. Sometimes the factor acts as commission house, both financing and selling the product. Sometimes the mill engages its own managers and salesmen but sells its goods in the offices of the factor or commission house by which it is financed.

Most mills are represented in the market by selling agents. Some of their agents are just selling agents and others are in reality commission houses and share in mill financing.

The converter does not loom as large in the silk business as he does in the sale of cottons. As a rule he buys in the gray through *brokers*, but he very often supplies silk to the mill and has goods woven to his order. For some reason the converter in the silk industry deals largely in silk and cotton mixtures and is credited with being largely responsible for the development of these lines.

From here silks follow the line

of most textiles, only there has been and is a great deal more grief in the final stage of silk distribution than in most lines.

They pass to the consumer through the three main channels—the cutter-up, the wholesaler, and direct sale to the larger retailer. The majority of the mills in the silk industry sell direct to the large retailer—direct selling being more common in silk than in cottons.

The wholesaler, however, is a decided factor in silk selling and in addition to the general dry goods houses with silk departments, there are many wholesalers who deal only in silks.

There is also a third class of operators in the silk market who do nothing but job. Actually they are not distributors but speculators in silk, and it was said that during the silk boom of recent memory 400 of these small silk jobbers sprang up in New York City alone. The whole industry today knows how much their subsequent liquidation served to demoralize the entire market.

#### SELLING ADVERTISING TO SILK MEN

I put down this picture of the silk market machine, trying to make it as brief as possible, because when the seller of the advertising idea tries to beard the silk man in his den one of three things happens.

First, he may ignore the complexities of market operation and think that the building of a great name in public consciousness is the answer and count on sheer weight of advertising expenditure. The silk man, on the other hand, familiar with all the details of outlet and manipulation, recognizes the weakness of this theory and a deadlock ensues.

Second, taking as a criterion the lines which sell direct and advertise, he may try and sell the idea of "advertising being contingent on direct selling," and thus raise up an insurmountable barrier.

Third, he himself may be sold by the prospect, on the unsurmountable difficulties which prevent silk advertising.



MATZENE PHOTO

## Advice on Markets and Media

Advertisers in the Chicago district find specific and comprehensive information at 1302 Tribune Building.

**Guy S. Osborn**

knows markets. His organization offers indispensable service in showing when and where to plan sales campaigns.

He can give you facts on the situation in St. Louis, as well as in a list of other strategic points.

# Globe- Democrat

*St. Louis' Largest Daily*

A Jeremiah could write several books on how these things have kept the silk industry out of the advertising Blue Book. We are here to work and not to weep, however, so we will leave that phase for those who like to live in the sackcloth and ashes of the past.

If all that was necessary to get business in silk was to go out and, so to speak, billboard the women of America with some name, the line of manufacturers and distributors wishing to sign advertising contracts would form on the left.

But while it is not simple, it is just as true of silks as it is of cottons—that the basic organization of the industry does not prevent the use of the advertising idea. The various groups—factors, commission houses and selling agents—must be interested as well as the mill, but fundamentally there is nothing which precludes the use of advertising.

No silk manufacturer need change his method of selling any more than his contemporaries in cotton fabrics who deal so largely through wholesalers. The right kind of effort will get both wholesalers and retailers handling his branded lines just as they handle branded cottons.

The most valid objection the silk man has is the one about the swing of style and the fact that you build on a line today only to find that next season the silk you featured is as dead as the famous door-nail.

Yet there is this paradox: he often says, "Oh, yes, advertising is good for novelty silks but not much good for staples."

Here you get into a trade problem which is out of the realms of advertising but which advertising may help solve; a problem which is playing hob with other lines as well as silks—notably garments.

Going back twenty-five years, we had about two style changes a year—spring and fall. In the garment department this did not give opportunity for sufficient turn-overs and, encouraged by some of the great trade publications, the

garment manufacturers started to mark the year off into additional periods for introducing new vogues.

Up to a certain point this was good merchandising, but today, like the old genii which got out of the bottle, the frequency of style change sits on the garment industry like an old man of the sea.

We have reached a point in style changes where new vogues are introduced faster than the consumer can assimilate them, and the trade canal is clogged, causing high fever, not to mention mortality, among ready-to-wear producers.

A condition which is accentuated by the fact that the workers in the garment industry are organized on a mass production basis and the manufacturer must operate in a hectic up and down atmosphere.

#### ADVERTISING AND STYLE FLUCTUATION

Silk manufacturers are affected in two ways by this condition:

1. By the fact that ready-to-wear largely sets the vogue of the period.

2. By the fact that from 50 to 90 per cent of many mills' output goes into the cutting-up market.

Stabilization is therefore a crying need and advertising can be of genuine service in flattening out the curve in style fluctuations.

To do this, though, the silk industry and the advertising profession must get pretty clearly defined a real definition of the terms "staple" and "novelty." It is safe to say that 90 per cent of the trade when they say "staple silks" think only in terms of the plain colored chinas, taffetas, etc., which can be purchased day in day out in 1923 as well as in 1919, or 1899.

Under the head of novelties they automatically group all pattern silks or new weaves, and with the exception of the firms previously named they insist that novelties are shifting sands on which to build an advertising structure.

Despite pretty wide trade ac-



# *Still Breaking Records*

The Chicago Evening American registered a gain of 23.3% in display advertising for January 1923 over January 1922.

This was the greatest gain made by ANY CHICAGO NEWSPAPER for the same month.

It's becoming quite the accepted thing in Chicago for the Chicago Evening American to point the way in advertising gains.

**CHICAGO EVENING AMERICAN**

*A Good Newspaper*

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LARGEST FARM PAPER—1,150,000

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*Orchard and Strawberry  
Growers*

*Readers of The Farm Journal*



Popular in town and among farmers—past president of the rotary club, treasurer of the grange and officer in most local organizations.

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THE FARM JOURNAL—1,150,000

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## THE FARM JOURNAL—1,150,000

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### *A Self Starter of Maryland*

Down in Wicomico County, Maryland, most farming improvements start with W. F. Allen, and what he starts he puts across. He first grew cantaloupes commercially—now they're all doing it, shipping 25 to 30 cars a day. The soil needed nitrogen, so Allen grew soy beans; now he's promoting a soy bean mill so all farmers can grow them profitably. Also he's testing varieties and methods.

A cotton seed mill was needed to make cotton profitable—Allen got one built. (He's agricultural director of the Salisbury Chamber of Commerce and makes it mean something.) Most of the time a dozen demonstrations are being carried on around Allen's farm—spraying, dusting, fertilizing, pruning, selection of seed, and other tests desired by the farm bureau.

Whatever he learns, he willingly passes on—and his neighbors believe him when he says it pays, for Allen has won a huge success in farming. He borrowed \$15 to buy his first strawberry plants when a boy on his father's farm, 41 years ago. Six years later he started for himself on 50 acres, heavily mortgaged. Now he has 1,000 acres in orchards, crops and strawberry nurseries, conservatively valued at \$100,000.

He believes that farming education pays. All his sons are college graduates and the three at home are better farmers for having the education.

*Mr. Allen has been a reader of The Farm Journal for almost 40 years and says that he would give up a good deal before he'd let it go.*

# The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

000

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## BELIEVED IN FOR 46 YEARS

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# *Is* The Chicago Evening Post *On Your Schedule?*

## It Should Be

If you are advertising an article that appeals to the higher intelligence or the more capable pocketbook.

This is demonstrated by the fact that it has for a number of years carried more business from several lines of high grade advertising than any other Chicago evening paper, such as passenger automobiles, electric automobiles, motor trucks, financial, railroads, music and musicians, insurance, etc.

Why not imagine that you are sending a personal representative to interview the prospective customers for your article? The success of your selling campaign would depend on the amount of sales as compared with the cost of calls, and it costs no more to call on a prospect financially able to become a customer than it does to call on one who has neither the money nor the ability to appreciate articles of merit. Would you send your salesmen to everyone listed in the Blue Book or would you attempt to cover the names in the City Directory? This is a fair comparison of THE CHICAGO EVENING POST, the class paper of Chicago, with the mass circulation papers.

The Shaffer Group

CHICAGO EVENING POST  
INDIANAPOLIS STAR  
LOUISVILLE HERALD  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

# The Chicago Evening Post

"Chicago's Best and Cleanest Paper"

ceptance this use of the terms "staple" and "novelty" is absolutely wrong. Wrong for the reason that it damns lots of merchandise with potential permanent value by so playing on the word "novelty"—a term the merchant has come to associate with a season or part of a season—that automatically he puts it out of the staple class.

As a matter of fact, in silks, as in other merchandise, many weaves which were startling innovations when introduced have today become staple factors. To be sure, they enjoy greater vogue some seasons than others, but they never pass out of the picture.

It is this which makes me say that the makers of silk in this borderland between staples and "high style" have a real advertising opportunity. By proper promotion they can establish their lines in the markets of the country and by the continuation of that promotion they can prevent the perpetual style flurry which is so harmful to the industry.

I have heard within a week of a silk manufacturer making what he called a "novelty silk," who was persuaded to feature it as "a staple with exceptional style value." At the end of three months he has felt the reaction, even from cutters-up to whom he sells and the mill is eight weeks unsold.

No greater argument can be made for advertising than its power as a stabilizer.

Some months ago, when in the New York silk district gloom was deeper than a Pittsburgh fog, I heard a silk man get off his chest a loud, long wail about the needs of the silk industry.

He was pure, thank the Lord, but the industry was filled with short-change artists, merchants, dumbbells and consumers worse. There were no standards by which to judge silk, and nobody wanted any. One thing would save the world for silk and one thing alone—that was a Silk Bureau of Standardization with a "sterling mark" made known to the public by advertising.

I don't agree with his strictures against the industry, the merchants or the women who buy silks. Whether the idea is worth while I leave for discussion by those who love to argue fourth dimensions.

But out of it all I got this thought—that if any considerable number of silk manufacturers or distributors were telling the merchant and the public about silk manufacture in an intelligent, "reason why" way, there wouldn't be any basis for his argument.

#### A POINT THAT ISN'T KNOWN

Most merchants, a host of salespeople and the great army of consumers know in a vague way that weighing and kindred finishing processes are responsible for faulty wear in silk fabrics. Very few, however, know how important it is that silks be dyed and finished up to definite quality standards by reputable workmen.

The New York *Sun* of February 6 commented editorially on the International Silk Exposition being a revelation as to the accomplishments of the American dyer. And the *Sun* is right. The sad part is, though, that only a few of the hundred millions in the United States will see the show or even read the *Sun*.

Yesterday, today and tomorrow this kind of a dialogue will go on across hundreds of counters:

Customer: I bought this silk dress here and it went to pieces within a few weeks.

Saleswoman: That's the trouble. We don't get any *good dyes* any more. They just ruin the fabric—and as for washing, you can never guarantee them.

Oh, what an opportunity for the chemical companies who produce dyes and the great piece dye and silk printing organizations to sell themselves and their product to a generation that knows not Joseph!

As a profession we should not rest until we have persuaded both the American dye producer and the American dyer to rally around their names as did that wise German—Louis Hermsdorf. He put

Hermesdorf Fast Black on the American market as the one real black—and he did it by advertising.

To sum up, the silk industry needs advertising to help it standardize as to quality. It needs advertising for its stabilizing power, and by the very fact that basically it is a luxury, it needs the power of advertising to stimulate movement.

All this it realizes, or it would not in an organized way be promoting the National Exposition of Everything in Silk, to be held in the stores of the United States as a follow-up of the International Silk Exposition at Grand Central Palace.

Is there an advertising man with soul so dead that he wouldn't thrill at the prospect of telling the silk story to a reading public? Silk is beauty. Silk is luxury. Silk is romance. Silk presents infinite opportunity for the artist's brush and the copy man's pen. If anything ever spelled advertising opportunity and inspiration it is silk.

One back-to-earth thought—and I close.

The question of identification worries a lot of advertising men, particularly with lines not sold direct and where selva marking meets with wholesaler resistance at the start.

Like a Movie Bad Man, this problem isn't so hard as it looks.

Of course the wholesaler won't jump into your arms and say "bully" because you're going to advertise. He'll want goods his old way right up to the point when the advantages of being known as your distributor outweighs the ills that branded merchandise is heir to.

This stage doesn't come in the first month or the first year, and it may never come in the case of the big wholesaler. For this reason you forget identification, selling him merchandise first, last and all the time. If he or the retailer is sold on the merchandise you needn't worry about substitution. He bought your goods to *sell again*—and he'll do it.

But you can write it down in your little black book that as your advertising sells him your merchandise and your institution, and as gradually you build yourself into the consciousness of the market, then he not only becomes receptive to the identification idea, but he welcomes it.

"Faith can move mountains." May the advertising profession facing all the problems of silk marketing be given the faith and the zeal which will visualize to this great division of the textile field the glorious opportunity which advertising holds for the silk industry.

### Earnings of Auto Knitter Hosiery Company

The Auto Knitter Hosiery Company, Inc., Buffalo, reports sales for 1922 of \$2,491,273; net earnings, after depreciation and taxes, of \$713,433 for 1922, as compared with \$434,229 in 1921. A recent stock issue was oversubscribed the day offered. At the time of the offering Oscar F. C. Kunau, president, who founded the business in 1915, briefly summarized the nature of it as the manufacturing and selling for domestic use of hand-operated knitting machines, the selling of yarn to purchasers of machines, the buying of the finished hosiery and reselling of it to the trade.

### "Tut-ankh-Amen Silk" to be Advertised

J. A. Migel, Inc., "Migel," "Moon Glo" and other trade-marked silks, New York, is taking advantage of the present public interest in matters Egyptian to place a new printed silk on the market known as "Tut-ankh-Amen." An advertising campaign featuring it is planned in trade and consumer mediums.

### New Accounts for Albert Frank & Co.

The Chicago office of Albert Frank & Company, New York advertising agency, has secured the advertising accounts of The Gellman Wrench Corporation and W. L. Ross & Company, investment securities, both Chicago companies.

### New Paint and Varnish Publication

The *Canadian Paint, Oil and Varnish Review* is the name of a new monthly business paper published at Toronto, Canada, by the Westman Press, Limited. H. E. Rothwell is editor and T. W. Gillings is advertising manager.



## How a National Advertiser Found a Bargain in Detroit

**O**NE of the biggest successes in The Detroit News now is a product that had never been there before.

When the advertising manager of The News recently met the sales manager for this product he bluntly asked him why he had picked Detroit as one of the first cities for his campaign.

His answer was simple:

"After all, what we are buying is population. We haven't the money to go everywhere at one time—and so, when we read in Printers' Ink that Detroit was unique, in that a consolidation of newspapers made it possible to practically blanket the entire city with one paper—it didn't take us a minute to decide on Detroit."

## The Detroit News

*Greatest Circulation Daily and Sunday In Michigan*

*"Always in the Lead"*

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# Why the Active Head of a Bank Should Direct Advertising

He Can Interpret the Principles of Banking to a Public That Is Much in Need of the Correct Interpretation

By Edwin Bird Wilson

ONE of the chief functions of the active head of a banking institution is the direction of its advertising.

Now, you will immediately accuse me of being prejudiced and having an exalted idea of advertising, so I will cite banking authority:

The president of one of the oldest and largest trust companies in this country said to me not so long ago, and probably has made the same remark to some of you:

"Directing the public relations of a banking institution is one of the highest duties of its president."

He acted on that belief, and appointed a specialist having an organization with advertising facilities to act as his *alter ego* on publicity matters, to become an integral part of the institution's executive.

Another trust company president regards the advertising of his company of such primary importance that he personally deals with his advertising agent on detail as well as on policy. His attitude has been splendidly vindicated by the fact that for the past two years trust funds have been brought into his company at an average rate of about \$1,000,000 of new business a month through advertising without the aid of personal solicitation.

I know a few other bank and trust company heads who similarly regard advertising as a primary function of the executive, but they are exceptions and the rule is that big bankers have underrated the bigness of advertising.

Face the big fact of advertising. Face it today. Don't wait until tomorrow. There is big work to be done and it needs doing now,

From an address before the Mid-Winter Conference of the Trust Company Section of the American Bankers Association at New York on February 15.

not at some future indefinite, continually postponed date when things are "more settled."

Advertising can do the big work you all recognize as being demanded by conditions of today. It is a tremendous force capable of performing stupendous tasks. It influences directly the greatest factor in life today—public opinion.

It has moved public opinion to favor certain kinds of soaps, automobiles, clothing, of sanitary equipment, of a thousand things that we use for comfort and convenience. But remember that advertising, in its broader sense, has affected and can affect public opinion on far greater issues than keeping "that schoolgirl complexion."

You need not be reminded that advertising helped tremendously to win the war; that it helped tremendously to induce twenty million Americans to buy Liberty bonds.

AS EFFECTIVE IN PEACE AS IN WAR

But advertising has not only helped to win wars, it has helped to make them. Endless has been the warring, because war has been glorified, heralded, made heroic, crowned with laurels, set to anthems marched to triumphal music—in other words, advertised.

Advertising can be used just as effectively to win peace, permanent peace. We can sell peace just as readily as we can sell war, by advertising.

Banking co-operation and harmony in communities and between communities and between countries; co-operation between capital and labor; industrial peace at home; economic peace between nations—these are possibilities if advertising is taken seriously by big business men, including big bankers.





**J**UST as surely as a good housewife is judged by her back yard, so a newspaper is judged by its local advertising and circulation. Well informed buyers of space know that **THE CLEVELAND PRESS** leads in almost every important local advertising classification in the daily field—total local advertising and total adver-

tising. **THE PRESS** also leads the only other evening newspaper in Greater Cleveland circulation by over 36,000.

In Men's Furnishings, for instance, **THE PRESS** publishes about twice as much advertising as its only evening contemporary. Here are the daily figures for 1922:

**THE PRESS . . . 356,164 Lines**  
**Plain Dealer . . . 316,300 "**  
**The News . . . 180,131 "**

Here is impressive evidence of **THE PRESS** local rating as the dominant business producing newspaper of Cleveland.

#### ALLIED NEWSPAPERS, INC.

*Publishers Direct Representatives*

New York      Chicago      Cincinnati      San Francisco  
 St. Louis      Atlanta      Cleveland

*Member Audit Bureau of Circulations*

*The* **The Scripps-Howard Newspapers**  
*Including the Scripps-McRae League*  
**CLEVELAND PRESS**  
**DOMINATES GREATER CLEVELAND**

# **"OVER A ...and how**

**T**HERE is no mystery attached to the CHICAGO HERALD & EXAMINER'S sensational circulation drive .... a tremendous campaign which made the Sunday circulation grow steadily from approximately 650,000 to over 1,000,000 .... *and leadership!*

We merely practiced what we preach .... we *advertised*. And our advertising story was concentrated chiefly in newspapers. In an ably directed campaign of five months' duration we spent over

**\$300,000.00**

advertising what we know is the BEST newspaper in Chicago. And this intelligent, carefully planned advertising campaign shattered all circulation records in the Central West. Today .... over a million

## **Chicago Herald**

*Sunday circulation .... OVER A MILLION  
lowest milline rate of any newspaper  
west of New York .... daily or Sunday*

# A MILLION''

we got it!

*prefer* the CHICAGO SUNDAY HERALD & EXAMINER at 10 cents a copy . . . . a 50% higher price than that of its morning contemporary.

Proving . . . . that if you have a *real* product to sell you can sell it . . . . with *good* newspaper advertising.

Proving . . . . that if you have a *superior* product to sell you can dominate your market (irrespective of selling price) with *good* newspaper advertising.

*And we have the SUPERIOR product!*

The result? Just this . . . .

[[ Over 1,000,000 people pay over one hundred thousand dollars every week for the Sunday Chicago Herald & Examiner . . . . a yearly total of over \$5,000,000.00 ]]

## d and Examiner

*Chicago's BEST Newspaper*

NEW YORK:  
SAN FRANCISCO:

1819 Broadway  
Monadnock Building

Today is the time to face this big fact.

At a crisis in our country's history a statesman said:

"Gentlemen cry 'peace, peace,' when there is no peace."

Today the same is true, and business men view with well-founded apprehension the unrest, of the world economic, as well as the world political. Public opinion must be stabilized. Peace and good-will must be sold to the public without delay.

#### SOME IDEAS THAT COULD BE CHANGED

It does not help much to have public opinion confirmed that the banking interests are wholly selfish, that financial institutions exist primarily for the benefit of stockholders, and that the vast deposits collected by banks are used to enrich the few at the expense of the many.

Nor does it help the situation to let the clever schemer monopolize the power of advertising and fleece the public out of hundreds of millions of dollars.

If the real banking leaders of this country had been as keenly alive to the importance of advertising as the financial charlatans have been, thousands of millions of capital would have been conserved for useful purposes and hundreds of thousands of contented little capitalists would be in the place of hundreds of thousands of near-bolshevists and altogether discontented people.

Truth in advertising is the watchword of the advertising world. It should be the watchword of the business world and particularly the banking world. Silence may be golden at times, but it is not golden today, when the world needs the truth. Banking institutions that could exert a powerful influence for good-will among business men, among workmen, between employer and employee are keeping silent in the midst of a great crisis. Speak the truth, banking men, and let the world know that your institutions stand for protection of property, for conservation of resources, for

the banishment of poverty, for the fostering of individual independence and prosperity, for the wardship of widows and orphans, for all that is best, soundest and fairest in business and in human relationships at home and abroad.

#### Sessions Clock Company Starts National Campaign

The Sessions Clock Co., Forestville, Conn., a long established manufacturer of clocks, has entered on a campaign of national advertising. At present a single national magazine is being used. Others may possibly be added later on. The account is handled by Hoyt's Service, Inc.

#### J. A. Payez with "Fruit, Garden and Home"

Joseph A. Payez, recently with the New York office of the Associated Farm Papers, has joined A. H. Billingslea, New York, Eastern representative of the Meredith publications. Mr. Payez will devote most of his time to *Fruit, Garden and Home*, published at Des Moines.

#### Harold F. Pfister with Rickenbacker Staff

Harold F. Pfister has joined the sales promotion organization of the Rickenbacker Motor Company with headquarters with the Cunningham-Richards Company, Detroit. He had been with the Magill Weinsheimer Company, Chicago printers and lithographers.

#### With Durant Motor of California

Emil Reinhardt has joined the Durant Motor Company of California, Oakland, as assistant advertising manager. For the last four years he has been assistant automobile editor of the Oakland, Cal., *Tribune*.

#### M. J. Broderick Joins Chicago Agency

Martin J. Broderick, formerly with the Young-Quinlan Company, women's specialty store, Minneapolis, and L. Klein, Chicago department store, has joined the staff of Dade B. Epstein, Chicago advertising agent.

#### New Advertising Business at Oakland, Cal.

A new advertising business under the name of the Metris Advertising Company has been formed at Oakland, Cal., by Charles O'Reardon, Walter Winfield Jenkins, Martin J. Garnier, Jr., and Bailey Kay Leach.

72, 1923

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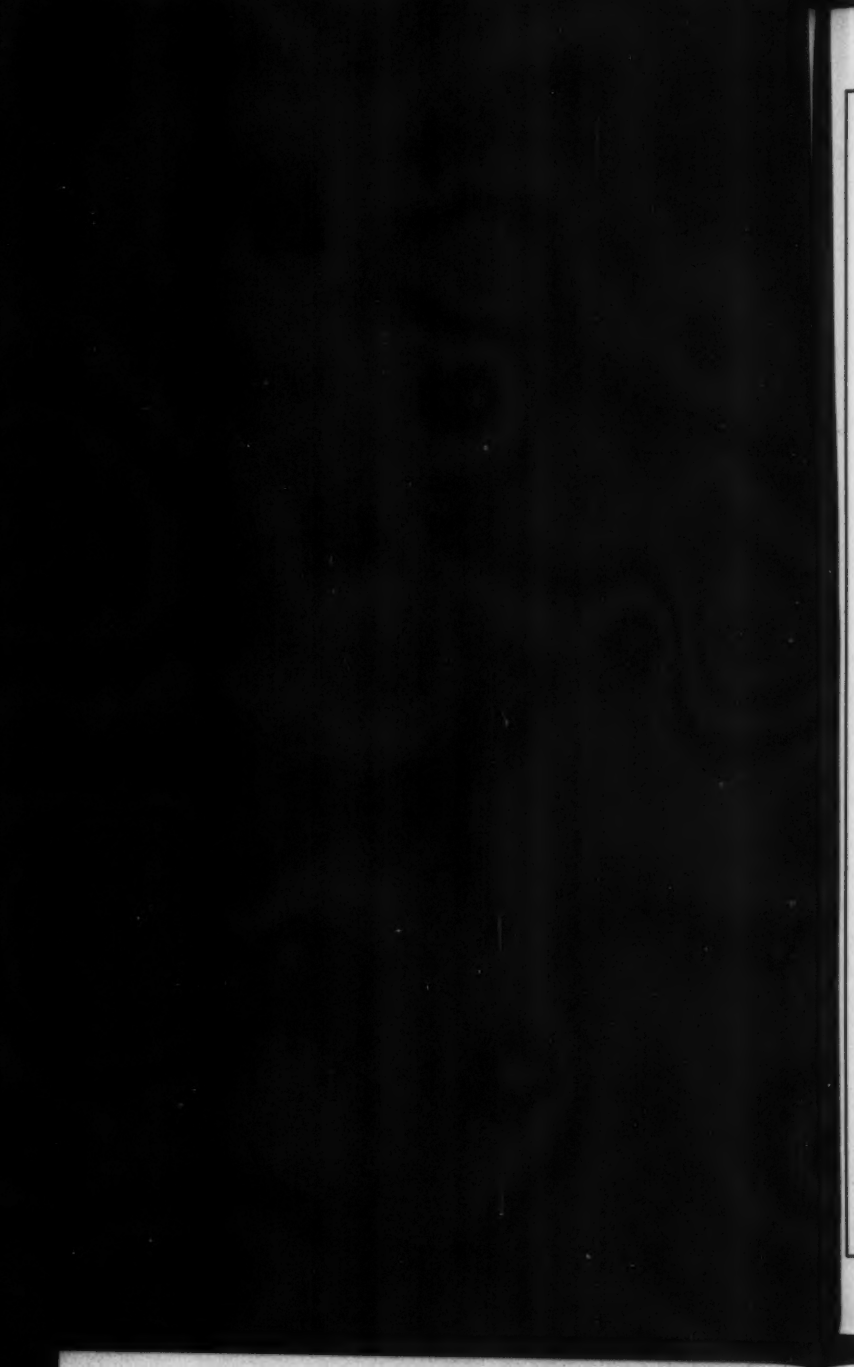
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Business men  
think in  
terms of money



**I**T IS natural that business men should think in terms of money. They buy and they sell, and money is necessarily a controlling factor.

Advertising is bought by business men, and advertising costs money. So you find that advertising is generally measured in terms of so many dollars.

But the business man who buys advertising does not resell it. He can't if he wants to. He can't save it. He can do only one thing.

He must use it and use it at once.

The thing called advertising which he buys is merely the right to say something to a great many people.

The way this opportunity to say something is used is more important than its cost or the volume of it that is bought.

Who are the people you are going to talk to? Where are they? How many are they? What are you going to say? How many times are you going to say



it? In how many different ways are you going to say it? For how long are you going to say it? Through what medium are you going to say it? How much will this cost?

Suppose it costs more than it is good business to disburse.

Don't begin talking about money. Go back again to the job you want to do. Consider your advertising in terms of the work to be done. Trim your sail if you must and come up to money again.

Eventually you will settle on an objective that you can reach at a cost that you can pay. And you will be more likely to do this job by thinking from methods to money than from money to methods.

It is much easier to think in figures that have dollar marks in front of them than to think in figures that stand for people, for time, for duration, for space, and for geography.

But the latter is the more accurate way to think about

advertising and its uses. And it is much more economical.

The difference in the viewpoint that George Batten Company can bring to a consideration of your advertising work is one of the most valuable services the advertising agency can render.

If you talk to us you may find that the points on which we may disagree are the ones on which you need the most light.

---

ONCE a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

GEORGE BATTEN COMPANY, Inc.

***Advertising***

10 STATE ST.  
BOSTON

381 FOURTH AVE.  
NEW YORK

McCORMICK BLDG.  
CHICAGO

*Moulding favorable public opinion for articles or services that deserve it*



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# Securing Jobber and Dealer Co-operation in Advance of the Campaign

The E-Z Waist Company Attains Volume Quota of Campaign before  
It Starts

LET the reader suppose for a moment that he is a jobber—any kind of a jobber. A manufacturer comes to him with a product and says:

"I desire to put this product on the market. You have had considerable experience with products similar to mine. What would you advise me to do? Shall I advertise to the consumer first and create a demand that will come back to you through the retailer? Or would you prefer to have me sell the retailer and your salesmen first, and after the trade is satisfied that my article is a good thing and will sell, and after you have stocked up on it, then advertise to the consumer? If you were in my position, what would you do?"

The reader will see at once that the jobber would, nine times in ten, prefer the course which offers the least danger to himself. It is only after consumer demand has been created and orders begin to come in from his dealers, that the jobber wishes he might have been consulted before the product had been offered to the consumer. Questions arise that trouble him, such as insufficient margin of profit, unusual terms, the bulk of the article—it may be expensive to handle on account of its size or weight—conflict with private brands, and the like. The manufacturer has the advantage once demand has been created with the consumer, and if the demand keeps up the jobber must accommodate himself to the situation.

Many notable successes have been achieved by going to the consumer first. But occasionally the nature of the product makes it difficult—almost impossible—to take that course, as when the product comes in a variety of sizes and styles, like hats, collars, under-

wear, dresses, shoes, hosiery, and so forth, and success depends upon the dealer having a full line on hand when the consumer calls. The manufacturer cannot afford to disappoint the consumer too often. A full line of sizes must be in the retailer's hands almost at once or people will stop coming. It is different with tubes of toothpaste, cans of soup, boxes of candy or packages of chewing gum. A missing item in a line is not so important as a missing size. A quantity of handkerchiefs can be rushed through and distributed to dealers without regard to "sets" or sizes.

## WHERE THE RUB COMES IN

It will therefore be seen from what has been said that marketing an article like children's underwear, which comes in sizes, should be undertaken through the jobber and retailer before it is advertised to the consumer. And there's the rub. For such a course, as everyone knows who has tried it, is the path of *most* resistance. If there is anything more difficult than convincing a jobber that a certain line of goods is surely going to sell, and that consumer advertising, which does not start until jobber and retailer are well stocked up, will really and truly move those goods, it has not so far been recorded.

The E-Z Waist Company, of New York, maker of E-Z waist union suits for children, has been established for something like twenty-six years. The company, consequently, is not by any means a new concern nor is its product unknown to the trade and the consuming public. The fact that advertising has figured in building up the business—advertising to the consumer as well as to the trade—tends to make the following story

not less interesting, but more.

For years, therefore, E-Z Waist Union Suits—knitted for winter wear—have been advertised and sold, and the company has enjoyed a seasonal business of large volume. About three years ago it was decided to make E-Z Waist Union Suits in nainsook as well

campaign would depend to a very large extent upon the co-operation of the jobber, his salesmen and the retailer.

The company had many things in its favor that a new company would be without. But the obstacle it had to overcome was more serious than anything a new company would have had to meet. A new concern coming into a field expects to encounter a certain amount of indifference and makes allowance for some lost effort. It starts from zero. The character of the concern, the quality of the product, the extent of the advertising, provide an index, and the trade can foresee something of what is likely to happen and may plan on it accordingly. But when an established concern comes along and talks of an extraordinary campaign—one so much bigger and better than it ever used before—the trade merely looks back to the record of past years as a hint of what it may expect and takes that as the minimum.



## Nainsook

THIS cool, comfortable, easily laundered, long-wearing fabric will be the popular favorite this Spring and Summer in

### CHILDREN'S UNDERWEAR

Before buying your Children's Underwear for Spring and Summer you should carefully consider and compare the following eight features in NAINSOOK "E-Z" WAIST UNION SUITS

1. **Size:** Loose fitting for comfort. Made to fit children, not a price.
2. **Seam Construction:** Liberal roomy seam. Cannot gap at sides. Comfortable to allow "E-Z" freedom.
3. **Fabric:** Fine quality pima combed, nainsook. Easily laundered. Cool, neat and strong.
4. **Finish:** Hand pressed. Bias bindings reinforce every seam. Beautiful workmanship throughout.

5. **Buttons:** Taped buttons of your bone. Won't smash in wringer or tear off during play.
6. **Straps:** Scientifically placed garment supporting straps. Relieve all pull and tear of the clothing.
7. **Buttomholes:** Specially reinforced that will not tear, break or unravel.
8. **Packaging:** Individual, sanitary, pleasing envelope for each suit. An attractive package that instantly appeals to everybody.



Is sold in the Children's Underwear Department of Most Good Stores

Write for our Nainsook Booklet F

**THE E-Z WAIST CO.**  
61 Worth Street New York



SPECIFIC REASON-WHY COPY THAT WILL BE ADDRESSED  
TO THE CONSUMER

as knitted, and thereby supply a spring and summer market as well as a fall and winter market. During 1920 sales of nainsook were limited; in 1921 they improved considerably; and during 1922 the demand exceeded production plans.

As a result of the greatly increased demand in 1922 the company enlarged its manufacturing facilities, which made possible an output so large that it became necessary to plan a sales campaign of sufficient scope to keep pace with production. A campaign of consumer advertising was accordingly planned. It was recognized, however, that the success of the

The E-Z Waist Company, therefore, decided to determine in advance exactly what it wanted in the way of increased business and to go to the trade in advance of the campaign and enlist the co-operation of every factor involved. How to do this required careful preliminary study. The details of this investigation need not be here recounted. The five factors involved were the jobbers, of which there are about 400; the jobbers' salesmen, roughly about 3,500; the jobbers' customers, or the retailers of the country, of whom about 40,000 do 80 per cent of the dry goods business of the country; the retailers' clerks, and the

Member Associated Press

Member A. B. C.

Published in Boston and Read Throughout the World

## Readable Advertisements

**H**ARMONIOUS appearance of advertisements is a prime requisite in attracting the attention of the buying public. Concerning The Christian Science Monitor's standards of make-up, Mr. J. L. Frazier, author of several books on typography, makes the following comment, in an article entitled "Review of Newspapers and Advertisements," published in *The Inland Printer*, January, 1923:

*This Comment  
Is Offered  
by an Authority  
on Typography*

"The modern newspaper unfortunately is the product of many conflicting ideas, one advertiser preferring one style and another some different manner of arrangement. Speed the day when newspapers will have their standards of composition and make-up, that no advertiser will be able to violate! Among the big city papers there is now just one such, The Christian Science Monitor, although a few more publishers retain a measure of authority as to the appearance of the advertisements in their publications."

The Monitor is gratified at this recognition of its "standard of composition and make-up"—a feature of this newspaper which is of recognized value to advertisers.

## The Christian Science Monitor

AN INTERNATIONAL DAILY NEWSPAPER

The Christian Science Monitor has Advertising Offices in Boston, New York, London, Chicago, Cleveland, Kansas City, San Francisco, Los Angeles and Seattle.

great army of consumers.

In order to make the plan operative and effective at all points, one of the most important steps in the effort was to procure from the jobbers a list of their salesmen and their customers. Many things are much easier to do. Jobbers have a deep-rooted and well-founded reason for keeping the names of their salesmen strictly to themselves. It is not to their advantage to have these names known generally outside of their own organization—not if they wish to keep their men, and most of them do. If the E-Z Waist Company hoped to get the names of these salesmen and retailers, therefore, it knew it would have to advance a pretty good reason to the jobbers, or it might just as well save itself the trouble of asking.

The result, the company felt, could be accomplished in only one way, namely, by taking the jobbers unreservedly into the company's confidence, showing them every detail of the campaign in advance, and laying all cards frankly on the table.

The following letter was therefore mailed to the full list of jobbers:

A matter of considerable importance to both of us has come up within the last few weeks, which, with your kind permission, we will attempt to present as briefly as possible.

At a conference of the officers and directors of the E-Z Waist Company, it was decided that plans be immediately drawn up and put into execution which should double the sale of E-Z Waist Union Suits in the next three years.

Our Advertising Counsellors have prepared and presented a plan which calls for co-operation on the part of everyone who assists in the merchandising, selling and distribution of E-Z Waist Union Suits.

As we have always considered you and our other customers as being a part

of our business, we have no hesitancy in asking you for the co-operation which will make these plans a success for all of us. Let us outline our program in order that you may understand wherein you can be of assistance.

We have a message to transmit through five different channels:

- (1) You
- (2) Your Salesmen
- (3) Your Customers

## THE E-Z WAIST UNION SUIT

THE STANDARD BY WHICH TO  
MEASURE ALL CHILDREN'S UNDERWEAR.

### Nainsook

Will Have The Call This Spring & Summer

Mothers will buy Nainsook Underwear for their children this Spring and Summer. This fabric has won its way into most popular demand. 3-in-1 "E-Z" Waist Union Suits made of cool, comfortable Nainsook satisfy every warm weather need. They live up, in every respect, to the "E-Z" standard of quality, famous for 26 years.

Our Consumer Advertising Campaign  
Will Start in March

The biggest of your round advertising campaign that we have ever undertaken will start with the March magazine. The "E-Z" story will be told in a simple, convincing manner that will create a bigger demand than ever for "E-Z" Waist Union Suits for children. These advertising messages will continuously talk and sell Nainsook. Over 15,000,000 magazine readers will be told that "E-Z" Waist Union Suits made of Nainsook are ideal for Spring and Summer wear. Over 1,500,000 garments bearing the "E-Z" trademark were sold last year. Each and every one of this large family of "E-Z" measures may be counted upon as "E-Z" Nainsook customers which in itself is a large market to supply. Add to this the sales that our advertising will create and place your orders accordingly. For more information and facts

### COMPARE NAINSOOK FEATURES

- |   |  |
|---|--|
| 1. <b>SOFT</b> —Nainsook is softer than any other fabric.           | 6. <b>STRETCHES</b> —Tight clothes are soft when Nainsook is worn.   |
| 2. <b>WASHES</b> —Nainsook is easier to wash than any other fabric. | 7. <b>WASHES</b> —Nainsook is easier to wash than any other fabric.  |
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When your children's wardrobe calls, ask him to show you and examine carefully "E-Z" Waist Union Suits made of Nainsook for Spring and Summer, and you will readily appreciate why they are—The Standard By Which to Measure All Children's Underwear.

The E-Z Waist Company

41 Westchester, New York City  
Original and Only Makers of "E-Z" Waist Union Suits, the Complete Children's Underwear  
for Summer and Winter Wear

BUSINESS-PAPER COPY THAT TELLS WHY REASON-WHY  
COPY WILL SELL THE CONSUMER

- (4) Your Customers' Clerks
- (5) The Consuming Public

(1) Naturally you are the first factor in the distribution of our merchandise. Without your co-operation all our other efforts must be futile. We will outline further on just how you can assist us in carrying out the above program.

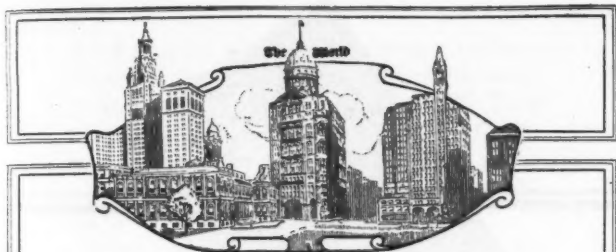
(2) Your salesmen are the second step in the distribution of our merchandise and on their efforts rest to a considerable extent the proper presentation of E-Z Waist Union Suits to the retail merchants of the country.

We should like to feel that they are our salesmen and do the very things that we felt necessary if they were part of our selling force.

We should like to address them at least once a month by means of a personal letter of timely interest, first notifying them of our purposes and then keeping them informed of the developments as they occur.

The messages that are being delivered to the retailer and consumer will also be sent to your salesmen and matters of





## Responsiveness!

**T**HE WORLD can always be counted upon to carry its full burden of productiveness where its advertising columns are used intelligently.

The following advertising record of the West Side Young Men's Christian Association, New York, speaks volumes:

Paper	Inquiries	Cash Received	Advertising Cost
The World . . .	1,998	\$24,671	\$7,096
The Times . . . .	748	8,777	3,494
The American . .	549	6,142	2,975

THE WORLD received 52% of the appropriation, and produced 60% of the replies and 62% of the cash receipts.

The Times, with 26% of the appropriation, returned 23% of the replies and 22% of the cash receipts.

The American received 22% of the expenditure, produced only 17% of the replies and 16% of the cash receipts.

It will be noted that of the three papers, THE WORLD alone exceeded its proportion of the campaign both in replies and in cash received.



MALLERS BUILDING CHICAGO    PULITZER BUILDING NEW YORK    FORD BUILDING DETROIT



## If you have a package you will want this book

Is your package a worker or a drag on your product's sale? How can you find out?

How does your package—in the company of its competitors—impress the consumer?

Do you know how your present package can be made to increase its selling value?

Naturally, you are interested in such questions which bear directly on the success of your product. *Every* manufacturer of a packaged product is interested.

---

And that's why so many manufacturers are writing for "Testing the Merchandising Value of a Package." This booklet, prepared by Robert Gair Company, discusses the fundamental principles that will aid you in solving problems which so vitally affect sales.

Here are some of the important subjects covered: How packages are scientifically selected in the Gair way; the significance of size and shape; how an obsolete package may be modernized without affecting the product's prestige; the part color combinations play; how human interest appeals may be capitalized; how various items of one line may be related through design.

In the short time that "Testing the Merchandising Value of a Package" has been published we have received over 2,500 letters from manufacturers asking for copies! Proof, we think, of the rapidly increasing concern manufacturers are giving their packaging.

If you will fill out the coupon below and mail it to us before the edition is exhausted we shall be glad to send you a copy free.

Robert Gair Company today is serving the leaders in every industry. For nearly 60 years we have played an important part in the origin and evolution of package merchandising.

## ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO • PHILADELPHIA • BOSTON • BUFFALO

Robert Gair Company, Dept. W  
350 Madison Avenue, New York.

Kindly forward at once a complimentary  
copy of your "Testing the Merchandising  
Value of a Package."

Your name.....

Firm name.....

Street.....

City..... State.....

# JUST ASK US

Everyone grows stale at times, especially if one happens to be working year in and year out at the same old grind.

For instance, you desire to get out a booklet or folder. You are likely to find your thoughts concentrated on a single physical form—but we could suggest a dozen different ways of doing the same thing.

It is only logical to presume that an organization which has been producing printed matter for nearly half a century and for hundreds of clients has an accumulation of ideas that can be made to fit your business.

If you are stale, ask us for our suggestions. If we are able to help, you win. If we can't, we shall frankly tell you so.

## Charles Francis Press

*Printing Crafts Building*

*Telephone Longacre 2320*

**461 Eighth Avenue, New York City**

interest apart from our merchandise will be passed along to them from time to time. At times, when your salesmen are at home, we may ask the privilege of sending one of our officers or a trained mill superintendent to explain the manufacture and merits of E-Z Waist Union Suits which will enable your men to sell our merchandise with understanding and enthusiasm.

(3) Your customers are the retail merchants of the United States and their judgment determines the selection of the merchandise carried by them.

We plan to address these merchants through advertising in their business papers and through mailings to be sent them from time to time. We aim to assist them in every possible way to dispose of the merchandise bought from you, keeping them informed of our advertising plans and endeavoring to enlist their co-operation in our effort to develop sales for them which means increased business for you.

(5) Our plans for consumer advertising are by far the most ambitious we have ever attempted. Large space will be used in the leading publications throughout the year, which will be supplemented by local advertising where conditions demand it.

In order to carry out these plans, it will be necessary for our Advertising Counsellors to have a list of your salesmen, also your customers.

The mail to your salesmen will be addressed to them and sent to you to be redirected to them. A sample of this mailing will be sent to you at the same time.

Your customers' list will be fed into a Master List of Retail Merchants by our Advertising Counsellors and then returned to you.

To offset any feelings of hesitancy or doubt on your part in this matter, let us explain that these lists will not be handled by us at all, but used by our Advertising Counsellors exclusively for the purpose outlined above. They will have no other interest than the compiling of a representative list of retailers in the United States to whom to address our merchandising and advertising messages.

We would appreciate at the same time, any suggestions from you which might be helpful in planning this campaign.

Your contact with your salesmen and your customers has probably developed ideas on our E-Z Waist Union Suits which we can never hope to get through such sources as yours.

We will appreciate a frank, open reply to this letter, outlining your views and giving us the benefit of any suggestions that you may have to offer.

Permit us to close this letter with an assurance that the same policy that has prevailed in this organization for three generations will be steadfastly maintained in the future and that our ideals as expressed in this coming campaign are to make E-Z Waist Union Suits the standard by which all children's underwear is measured.

immediate and amazing. Jobbers not only sent in the names of their salesmen, but in many cases complete lists of their retail customers. The response to the letter was nearly 100 per cent.

A month later a letter was sent to every jobbers' salesman, individually written with the man's name and address filled in like a personal communication. His part in the campaign was described and his co-operation solicited.

The campaign of advertising in the business papers ran through the fall and winter, supplemented by mailings to the jobber, his salesmen, the retailer and his sales people exactly as outlined in the letter to jobbers previously quoted.

One of the business-paper advertisements for January stated that the company's biggest all-year-round campaign would start in March magazines, reaching more than 25,000,000 readers. The 2,500,000 "E-Z" purchasers last year, the copy stated, could be counted upon as customers this year and the dealers were told to add to this the sales that the advertising would create and place their orders accordingly.

The notable thing about this campaign and that which makes it stand out as an achievement of more than ordinary interest, is that the company began its advertising campaign with the jobber and his salesmen, and by carrying out an intensified effort on every element in the situation, will, according to present indications, probably arrive at its sales goal before the advertising to the consumer begins. This must not be taken to mean that the company considers the campaign completed. It can be completed only when the consumer buys and is satisfied. Here is where the element of chance is pretty much taken out of the situation. Were the product altogether new to the consumer, there might be a question as to whether the general advertising would be effective. But it is not new, and therefore the ultimate success of the campaign may be looked forward to with assurance.

The response to this letter was

# Association Advertising and Its Effect upon the Manufacturer

How the Advertising Campaign of the Davenport Bed Makers Has Stiffened the Backbone of Individual Manufacturers

By Randolph Branner

**A**LTHOUGH the purpose of every co-operative advertising campaign is to affect the market served by the particular industry involved, it is interesting to notice the effect of the campaign upon the constituent members of the organization behind the campaign.

In nearly every group of manufacturers so organized, there are those who already advertise their products nationally, and those who, for one reason or another, have not yet reached the point of becoming advertisers.

Among the manufacturers who advertise, there is generally found a broader and deeper appreciation of what the group campaign can do for their particular lines; such concerns become at once receptive to their enlarged responsibilities and opportunities. Due to experience, they are equipped to merchandise a campaign effectively; so, as the group campaign progresses, we find them more spirited, not merely in their own behalf, but actually more effective co-operators with the association campaign as a whole. Knowing the value of advertising in their individual cases, they come to regard the group effort not in the light of their share in it, but rather as added steam behind their own campaigns.

An example of this is noted in the advertising campaign on davenport beds. Several concerns of national reputation are numbered among the Davenport Bed Makers of America. No sooner were the plans under way than these concerns used the advance proofs of advertisements in effectively selling their salesmen on the enlarged possibilities for their particular lines. Side by side with pages of their own advertising in the salesmen's portfolios, went the

pages of the group campaign. And the group campaign was "sold" to the dealer, not as so much additional advertising, but as an entering wedge to a market even wider than the manufacturer's individual campaigns were attempting to reach.

For instance, some of the manufacturers confine themselves to goods of a character which many people of average income regard as out of their reach. Not that the goods actually are so, but some people, being timid and uninformed, imagine so. Such people, although potential buyers of davenport beds, often hesitate to come in and ask a price, or shop. The campaign of the Davenport Bed Makers of America, however, does succeed in winning many people of this class to the idea of writing for a brochure. And in numerous instances, the result is a sale by the local merchant, of the very make of davenport bed which the reader had theretofore regarded as out of his reach.

Strangely enough, the opposite thought also has been found to prevail: many people, acquainted with the davenport bed only from the advertising by retail stores of cheaper types in years gone by, had a strongly rooted idea that the davenport bed was not good enough for their homes.

## GROUP CAMPAIGN IMPROVES STANDING OF MEMBERS

And such people also have been won over in numbers by the group advertising campaign. One inquirer, in asking for a brochure on the stationery of one of New York's better hotels, requested that the matter be addressed to her home in one of New England's most fashionable watering places, and asked whether it was



## The Greatest January in the History of THE ST. LOUIS STAR

**T**HE great volume of advertising carried by The Star daily during January, 1923, exceeded by several thousand lines even the generous amount placed by advertisers during the first month of 1920, year of abnormal business. As a result this newspaper has just experienced the biggest January in its history, registering a daily and Sunday gain over the same month last year, greater than any other St. Louis newspaper.

Of this achievement The Star naturally is proud. Primarily because it indicates progress and development, milestones of successful enterprise. Principally, however, because it is an eloquent tribute paid by merchants and manufacturers only to a newspaper that demonstrates its power as an economical, result-producing medium.

## THE ST. LOUIS STAR

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National Advertising Representative

**STORY, BROOKS & FINLEY**

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

necessary that she purchase the davenport bed in New York and have it shipped to her winter home in Pasadena, or if she could buy one in California.

On the manufacturers who are not advertisers, the effect of association advertising is enlightening and impressive. Among them are found those who hope some day to be advertisers; those who are on the very brink of advertising; and those who, fired by the inspiration of the group campaign, actually start to advertise, confident in the knowledge that the group advertising is going to lend weight and scope to their own efforts, which is true.

As a matter of fact, the campaign of the Davenport Bed Makers of America has been influential in increasing the number of advertisers among its members: some are for the first time using business papers to reach out among the trade, and at least one has become a national advertiser for the first time.

But of those who have not yet reached the point of advertising in their own behalf, a great number are emerging with more virile selling campaigns. Armed with portfolios furnished by the Davenport Bed Makers of America to all manufacturers' salesmen, the representatives of these particular manufacturers approach their trade with stiffened backbone, so to speak, ready to show all comers that they are selling "nationally advertised" goods. It is an invigorating spirit, they confess, for they know that they are backed by a power that is crumbling consumer resistance ahead of them, and thus making their way easier with the dealer.

The group advertising has had another effect, which is equally advantageous, especially on the smaller manufacturers. It has given them the courage to add davenport beds of higher types to their lines, and the confidence to sell them in volume the first season they ever made them. No more eloquent tribute could be paid to national advertising than the fact that these smaller manu-

facturers, having a share in a large campaign, felt obliged to raise the level of their lines in order to bring themselves into position to cash in on the advertising to greater extent.

### Canadian City Asked to Appropriate Advertising Fund

The city council of St. John N. B. has been asked to appropriate yearly sums to be devoted to advertising winter carnivals booked annually in that city. It is planned to use the advertising columns of New England newspapers to exploit the attractions at the carnival which extends for seven days and nights. The attractions are speed skating meets, selecting and crowning the queen, torchlight parades, hockey games, snowshoeing, tobogganing, etc. The first carnival was held in February of this year. The objective is to induce New Englanders to patronize the carnival next winter and following winters.

### New Campaign for Mohawk Asbestos Shingles

An advertising campaign will be started immediately in architectural and building publications by the Mohawk Asbestos Slate Company of Utica, N. Y., manufacturer of Mohawk Tapered Asbestos Shingles. Direct-mail advertising also will be used in the campaign. Class publications will be used, starting in the fall.

This campaign will be directed by Hewitt, Gannon & Company, Inc., advertising agency of New York.

### Water-Softener Campaign in Hard-Water Cities

The Climalene Company, Canton, O., manufacturer of "Climalene," a water-softener, has begun a newspaper campaign in the hard-water centres of the Middle West which will run for thirty-five weeks. This advertising is being directed by the W. S. Hill Company, Pittsburgh advertising agency.

### Appointed Pacific Coast Advertising Representatives

The American Legion Weekly, New York, has appointed Walter A. Burr and John F. Whedon with offices in Los Angeles and San Francisco as its advertising representatives on the Pacific Coast.

### Norwich Pharmacal Account for F. J. Ross

The Norwich Pharmacal Company, Norwich, N. Y., has placed its account with the F. J. Ross Company, Inc., New York advertising agency.



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## Local - as well as national - advertisers use Giant Ads

**G**IANT ADS are just as valuable to the local newspaper advertiser who has several retail outlets, as to the national advertiser. Only the radius within which they work is reduced. The jobs they perform are identical.

The Giant Ad's exact likeness to the newspaper advertisement which first aroused the prospect's interest, jogs back his memory to the moment when he was convinced by the newspaper copy. It reawakens—at the point of sale—his decision to buy.

The Exchange Buffet (operating a chain of restaurants in New York, Brooklyn and Newark) is only one of several local advertisers for whom we reproduce Giant Ads regularly.

For complete information, descriptive booklet, rates and samples, write describing your advertising and the size and quantity of Giant Ads you would use. If possible send us also proof of an advertisement typical of those you would consider enlarging.

**NATIONAL PROCESS COMPANY, Inc.**

117 East 24th Street, New York **PHONE: Madison Square 3680**  
PITTSBURGH OFFICE: CENTURY BUILDING **PHONE: SMITHFIELD 1162**

# GIANT ADS



1,000 Iowa cities, towns and villages.

thoroughly cover both their home cities and the surrounding trade territory. Whether you sell hair nets, wearing apparel or automobiles, The Register and Tribune is your key to the Des Moines and Iowa market unit.

paign in Iowa. A circulation that reaches on an average of one out of every five homes in the entire state. The largest audience of Iowans that can be reached through any publication—news-paper, farm paper or magazine.

# CIRCULATION BY COUNTIES IN IOWA!

	Daily R. & T.	Sunday Register	Daily R. & T.	Sunday Register	Daily R. & T.	Sunday Register		
Adair	753	553	Davis	109	357	Jefferson	101	587
Adams	545	309	Deatur	1447	703	Johnson	864	1691
Albia	135	295	Delaware	469	171	Jones	95	462
Albion	774	1421	Des Moines	724	489	Keokuk	934	1254
Ansonia	725	638	Dickinson	724	870	Kossuth	1673	1254
Audubon	388	711	Dubuque	178	653	Lee	93	458
Benton	323	1895	Dunn	1023	425	Linn	964	2461
Black Hawk	3000	2680	Emmett	445	169	Louis	119	282
Boone	233	561	Franklin	511	976	Lucas	1353	965
Buchanan	321	624	Franklin	1595	732	Lyon	1405	281
Butler	302	536	Greene	143	368	Madison	1908	1636
Calhoun	184	161	Greene	1781	126	Marion	2449	1934
Carroll	1239	1749	Grundy	461	1322	Marion	2449	1934
Cass	1198	1364	Hathrie	189	172	Marshall	1605	432
Cedar	153	381	Harrison	160	172	Mitchell	81	423
Cerro Gordo	1483	3286	Hancock	161	161	Monroe	394	482
Cherokee	161	613	Hardin	261	1446	Monroe	394	482
Chickasaw	365	566	Harrison	161	513	Monroe	1082	1038
Clarke	564	728	Henry	76	443	Montgomery	631	715
Clatsop	171	543	Howard	237	264	Montgomery	631	715
Clinton	128	750	Hubbard	928	317	Muscatine	262	921
Crawford	918	994	Ida	506	286	O'Brien	326	961
Dallas	3245	2722	Jackson	103	527	O'Brien	326	961
Dallas	3245	2722	Jasper	21	1016	Palo Alto	1038	857
Dallas	3245	2722	Jasper	21	1016	Plymouth	21	535
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136,511 DAILY

JANUARY NET PAID  
AVERAGE CIRCULATION

127,105 SUNDAY

New York, I. A. Klein; Chicago, Guy S. Osborn; Detroit, Jos. Scolaro; St. Louis, C. A. Cour; Pacific Coast, R. J. Bidwell Co.

## Southern Agency Council Holds Mid-Winter Meeting

THE mid-winter meeting of the Southern Council of the American Association of Advertising Agencies was held at Louisville, Ky., on February 12 and 13. The meeting was attended by members from Jacksonville, Richmond, New Orleans, Chattanooga, Atlanta, Louisville, Dallas and other Southern cities. The purpose of the convention was a discussion of methods that would lower advertising costs and build up a greater merchandising market throughout the South.

Charles I. Stewart, manager of the Lexington, Ky., *Herald*, who is president of the Southern Newspaper Publishers' Association, spoke on the activities of the newspaper association in co-operating with Southern manufacturers in the marketing of their goods.

The business meetings of the convention were presided over by W. R. Massengale, the Massengale Advertising Agency, of Atlanta, chairman of the Southern Council.

Among the speakers at these meetings were: Jefferson Thomas, the Thomas Advertising Service, Jacksonville; Burton Wyatt, Johnson - Dallis Company, Atlanta; H. L. Staples, Staples & Staples, Richmond; Thomas E. Basham, Thomas E. Basham Company, Louisville; James M. Cecil, Cecil, Barreto & Cecil, Richmond; Morton Caldwell, the Chambers Agency, New Orleans; Ernest E. Dallis, Johnson-Dallis Company, Atlanta, national secretary of the American Association of Advertising Agencies; Henry Tritschler, Nelson Chesman & Co., Chattanooga; St. Elmo Massengale, Massengale Advertising Agency; Louis D. Hicks, *Southern Ruralist*; James Speed, *Southern Agriculturist*, and B. Kirk Rankin, president of the Agricultural Publishers Association.

The delegates were the guests at a luncheon-meeting of the Ad-

vertising Club of Louisville. The members also attended a dinner given by the newspapers of Louisville at the Pendennis Club. Among those present at this dinner were: A. R. Magee, national advertising manager of the Louisville *Courier-Journal* and *Times*, and Morris F. Aronhime, advertising manager of these newspapers; Walter W. Stouffer, business manager of the Louisville *Post*, and Sherman F. Vogt, of the Louisville *Herald*.

John Benson, of Benson, Gamble & Slaten, Chicago, who is president of the American Association of Advertising Agencies, spoke at both of these gatherings.

## Commission Lumber Salesmen Form Association

Commission lumber salesmen from nineteen states met in Chicago on February 9 and formed the National Association of Commission Lumber Salesmen. F. A. Kingsley of the Kingsley-Towel Lumber Company, Minneapolis, was elected president of the association. In outlining the purpose of the organization Mr. Kingsley said that commission lumber salesmen, although representing one of the oldest branches of the industry, never have had a national organization and but few attempts have been made to organize them in any locality. It is hardly possible to gather accurate statistics, he said, but approximately 75 per cent of the domestic consumption of lumber is estimated as being sold by commission men.

## Macfadden Publications Adds to Staff

George L. Alpers and Walter Hanlon have joined Macfadden Publications, Inc., New York, as members of the sales staff of *True Story Magazine* and *Metropolitan Magazine*. Mr. Alpers had been with *Metropolitan Magazine* for eight years prior to its recent purchase by Macfadden Publications, Inc. Mr. Hanlon formerly was with *True Story Magazine* and more recently has been with the New York *Herald*.

## Will & Baumer Account for Hewitt, Gannon & Co.

The advertising account of the Will & Baumer Candle Company, Syracuse, N. Y., manufacturer of candles, has been placed with Hewitt, Gannon & Company, New York advertising agency. The company's products will be advertised in business papers, and women's and religious publications. Direct-mail advertising also will be used.

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# The Expanding Electrical Market

In 1922 the central stations passed  
three outstanding milestones —

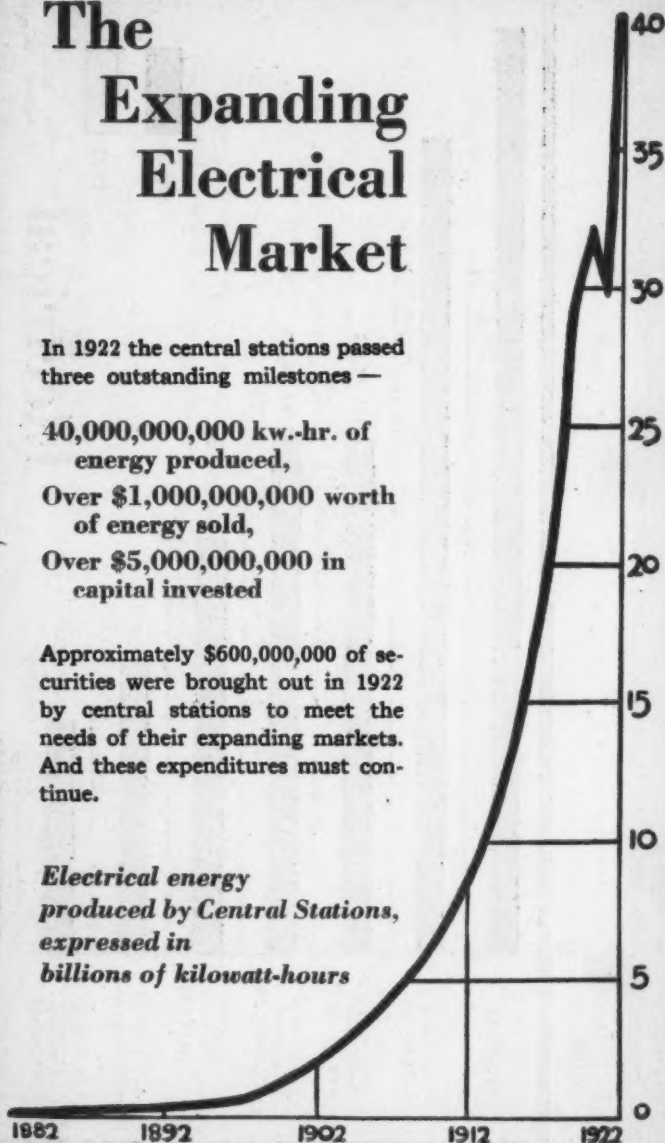
**40,000,000,000 kw.-hr. of  
energy produced,**

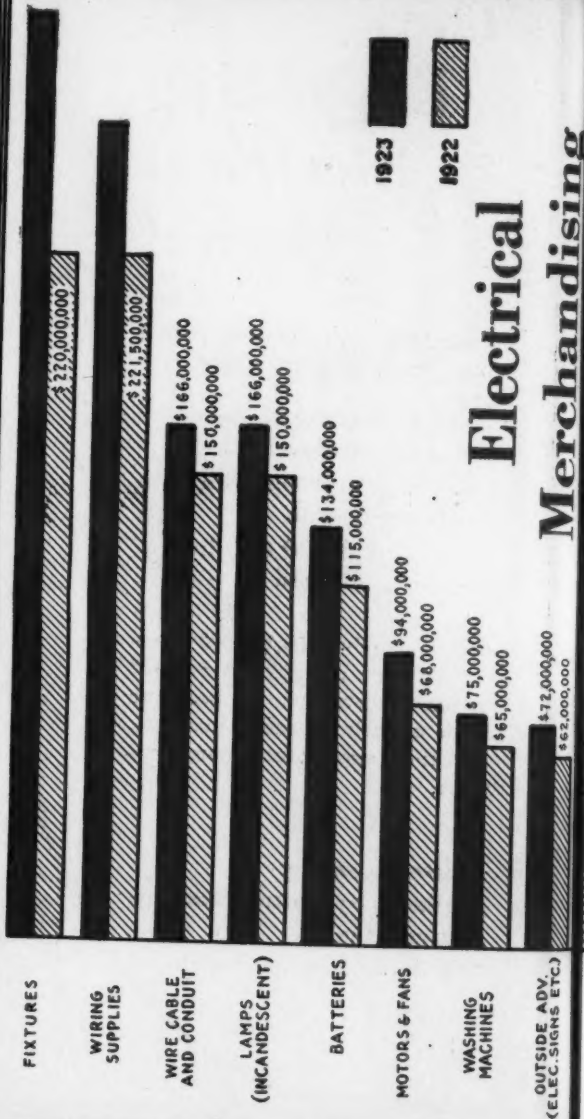
**Over \$1,000,000,000 worth  
of energy sold,**

**Over \$5,000,000,000 in  
capital invested**

Approximately \$600,000,000 of securities were brought out in 1922 by central stations to meet the needs of their expanding markets. And these expenditures must continue.

*Electrical energy  
produced by Central Stations,  
expressed in  
billions of kilowatt-hours*





# Electrical Merchandising

It is estimated that retail sales of elec-

\$50,155,000



# Merchandising

\$72,000,000  
\$62,000,000

OUTSIDE ADV.  
(ELEC. SIGNS ETC.)

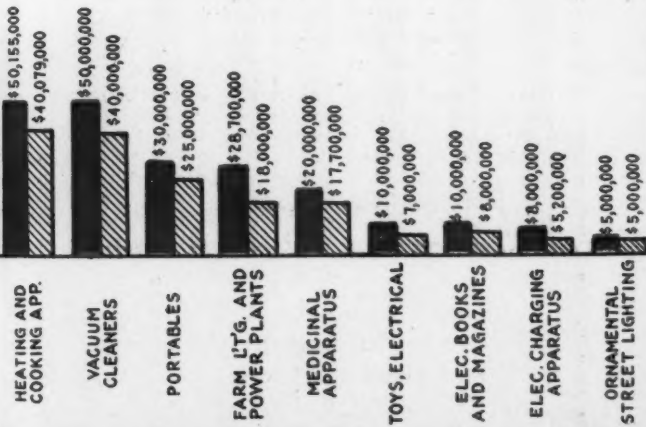
It is estimated that retail sales of electrical apparatus and supplies

**in 1923 will exceed  
\$1,600,000,000**

**T**HE production of energy by central stations is climbing because of the great and growing demand for electric service.

The retail sales value of electrical apparatus and supplies during 1923 is estimated at \$1,613,000,000 and after the cost of installing these apparatus and supplies is included, the total *overtops* the \$2,000,000,000 mark.

These tremendous and expanding markets for electrical merchandise can best be reached through the McGraw-Hill papers which cover the electrical industry.



# Five McGraw-Hill Papers

*through which you can  
reach this market*

## **Electrical World**

Serves the needs of four general groups — central station men, electrical engineers in fields of application of electricity to industry, the business executives of the industry, and manufacturers, jobbers and large contractors.

## **Electrical Merchandising**

In the field of retail selling, *Electrical Merchandising* visualizes the opportunities of electrical service in the home, store, office and factory, and undertakes to promote the sale and installation of electrical equipment.

## **Journal of Electricity and Western Industry**

On the Pacific Coast, industrial progress depends largely upon the use of electricity. This has brought about the development of the *Journal of Electricity and Western Industry*, published in San Francisco. It is an extension on the Coast of the service being rendered by *Electrical World* and *Electrical Merchandising*.

## **Industrial Engineer**

The broad application of electricity to industry has brought sharply into focus the needs of a group of men who are intimately applying electricity to the problems of their factories, and for these practical men in industrial plants, *Industrial Engineer* is published.

## **Power**

To this group may be added *Power*, serving as it does those readers who, by education and experience, have come up through the steam end of the business in the isolated plants and in the central station field.

*Through these five papers  
you can best reach your electrical market*

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**McGraw-Hill Company, Inc.**

Tenth Avenue at 36th Street  
New York





# When "Diplomatic" Letters Fall Down

Too Much "Diplomacy" Spoils Many Letters Covering "Touchy" Situations

By Harrison McJohnston

SEVERAL credit men in Chicago heartily agree to the fact that among the most difficult letters they have to write are those which involve the necessity of withholding a shipment of goods until the customer either sends payment in advance or makes satisfactory arrangements to insure payment of the account. The case may be that of a new customer whose credit standing is very poor or an old customer whose account is too much or too far in arrears to warrant any further extension of credit; or, as in the first case, cited below, the house may sell only on the strictly cash basis.

And these credit men also agree that their best letters in handling such situations are those which very frankly and honestly state the facts in the case without *obviously* attempting to safeguard the sensitive feelings of the readers. This does not mean that brutally frank letters were written, but that the facts were squarely faced; for both they and the addressee knew the facts in the case. They knew that the addressee knew why they were withholding the shipment, and that he would think better of them for being honest about it. They all had learned from experience that cleverly "diplomatic" letters in such cases somehow do not bring back the cash or its assured equivalent with instructions to rush the shipment through; that nothing is gained by trying to gloss over the truth with fine-spun phraseology; that, in fact, this method of handling any kind of ticklish situation courts failure.

These credit men agreed, however, that the following letter to merchants, although honest and frank, was not half as good as it might be for covering the situa-

tion without considerable risk of losing business.

DEAR SIR:

We are in receipt of your order of February 10th for goods to the amount of \$48.50.

As we are conducting our business on a strictly cash basis, would ask you to send us your check for the above amount, so that we may proceed with your order.

Yours very truly,

This letter brought many checks by return mail, but also in a great many cases no response came back. In order to cut down the percentage of losses, it was necessary to inject a bit of *real* diplomacy into this letter, as follows:

DEAR SIR:

Your order of February 10th amounting to \$48.50 is being prepared for shipment and will go forward immediately when your check for this amount reaches us.

This procedure is necessary; otherwise, as you will agree, we could not give our customers the benefits arising from a strictly cash business, such as ours.

As soon as payments for orders come in, we immediately release shipments. If your check is not yet on the way, will you kindly mail it so that your shipment will not be delayed?

Yours very truly,

This revised letter was a distinct improvement over the one first quoted. It was more diplomatic, yet *did not obviously* try to save the feelings of the merchant.

The first letter above quoted fails to make the necessary impressions in order to reduce to a minimum the number of readers who will choose to take offense at what is said. Most important of these impressions made in the second letter and not covered in the first letter is strong expectation that the reader will do as

requested. This impression is made in the first paragraph of the second letter by the fact that the order is being prepared for shipment pending receipt of cash, and again in the third paragraph. This third paragraph also tells the reader plainly that other customers are in the same boat with him and that all are treated alike—tells him without saying it in so many words.

The second paragraph of the revised letter was used to impress the fact that the order will not be shipped, and should not be shipped, before payment is received.

As a whole, this revised letter is more complete than the barefact letter it supplants. It makes in the reader's mind the several impressions which are necessary to cause the reader to act as desired, and this is the underlying reason why it gets more checks by return mail.

Accurate comparison of the merits of these two letters on the basis of returns, however, is difficult; for there is variation from time to time in the number of cases of this kind wherein merchants could not or would not pay cash in advance, regardless of the kind of letter used to meet the situation. Also, there may be here and there a merchant who is repelled even by the real diplomacy used in this revised letter.

Certainly the one bugaboo to be avoided in all letters designed to get cash before shipment, or in any other letter that handles a delicate situation, is "diplomacy" which is spotted as such by the reader. Concealing the art is the secret of successful diplomacy in such letters. It is far better to write a very direct and frank letter, dispassionately calling a spade a spade, than to attack the reader indirectly and too "diplomatically." More letters of this kind fail because they are too much of the kid glove variety than because they too frankly state the facts.

To get into such letters the spirit of frankness and at the same

time to avoid as much as possible the risk of giving offense to the reader, is the chief problem. Many successful letters do this admirably; for example, the following letter which tells the reader his order is being held for shipment pending receipt of adequate information for the credit department:

DEAR SIR:

While your valued order of January 20th is being prepared for prompt shipment, please give us the facts asked for on our regular form of application for credit, enclosed.

Possibly you will not have at hand all the information requested. Items 3, 4, 5, 7 and 9 cover the most important of the facts we use in arranging credit for all new customers. Use the back of this application blank, should you desire to give us information not covered in the questions.

Many new customers tell us that they appreciate our method of coming direct to them in this way for this necessary information rather than go to outside agencies which are sometimes unreliable and incomplete.

Immediately when application blanks reach us, we take action upon them with a view toward expediting shipments, and you will hear from us by return mail.

All the facts you give us will be held in strictest confidence.

Yours very truly,

The credit man who uses this letter says that he considers the second paragraph very important; in fact, he knows its importance, because there was an appreciable improvement in responses after it was inserted in place of a paragraph formerly used in which he tried to tell merchants how necessary it was for any wholesale house to have the kind of information asked for from new customers. This second paragraph serves to lessen the feeling of dismay that a merchant often experiences at sight of a long list of spaces to be filled in with facts and figures about his business. Furthermore, the form of application blank used by this man and the way in which the information is asked for on the blank are designed to make it as easy as possible for the merchant to fill it out—including a practice blank, or a duplicate for the merchant's own file.

The great difficulty involved in writing the above letter was to

# To Reach The Consumer Is The Ultimate Object of Advertising

"National Advertising," in its January issue, shows Washington (D.C.), with 14,997,312 lines, ranks **SECOND** in the United States for local display advertising in Daily and Sunday editions.

This indicates conclusively what a fertile field the National Capital is for advertised goods—and also the importance with which the local merchants regard **THE STAR** as an advertising medium.

It reaches the consuming public here—thoroughly and influentially.

We shall be pleased to furnish any desired data concerning this market.

## The Evening Star.

WITH SUNDAY MORNING EDITION

**WASHINGTON, D. C.**

*Write us direct or through our*

New York Office  
Dan A. Carroll  
150 Nassau Street

Paris Office  
5 rue Lamartine

Chicago Office  
J. E. Lutz  
Tower Building

resist the temptation to use some of the clever ideas which are supposed to help avoid hurting the merchant's feelings. This letter, some years ago, was about twice as long as it is now; and the rest of it then—the part that has since been cut out with good results—was largely statements which plainly indicated fear of giving offense to the reader, including a so-called "selling" paragraph which ran something like this:

"Your order calls for the most popular of the goods we are now offering—goods for which we know there is a live demand in your locality."

Experience in this man's case runs against the use of this paragraph or of almost any other matter that either directly or indirectly reveals any fear on the writer's part that the reader is the kind of poor business man who might take offense at a letter of request for information necessary before credit can be granted.

*Obvious* fear of giving offense is the great weakness of many letters which handle "touchy" situations, especially in the case of letters that go to business men. This reveals the chief merit of the last letter quoted above, which is a product of evolution out of older letters which were too "diplomatic."

Another case wherein the necessity for true diplomacy in a letter is much greater is that of getting cash before shipment of an order from a merchant whose credit standing is known to be worthless or whose account is in such bad condition as not to warrant further credit extension.

The credit man mentioned above agreed that a short letter like the following is better than a longer letter in handling such cases:

DEAR SIR:

Our requirements in granting credit give rise to cases in which extension of credit is withheld pending the time when these requirements are fully met by our customers.

Meantime, orders are shipped on the cash basis. Kindly send us your check for \$94.75, the amount payable on your order of January 30, so that we may ship your goods without delay.

We regret the necessity of this request in your case. But you, I feel sure, appreciate the fact that if any exception were allowed in such cases, it would be unfair to others.

Yours very truly,

Such a short letter is found to be most truly diplomatic in handling these cases, which are among the most difficult in the credit man's portfolio. It will be noticed in this letter, as in others above quoted, that the reader is made one of a general class, one among others in the same boat. This letter, in particular, impresses the reader with the fact that his is not an exceptional case, but is one of many similar cases all handled in the same way. This impression, more than any other in this letter, serves to save the reader from letting the letter wound his pride.

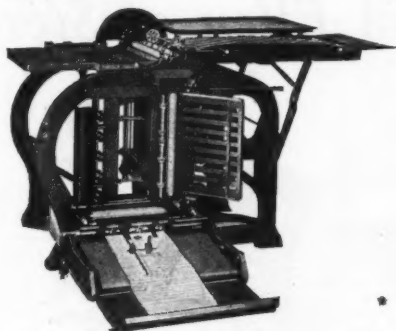
Again, the great strength of this letter lies in no *apparent* attempt to handle the reader with kid gloves. It is, however, diplomatic in the true sense of the word. The reader has ample evidence that the writer thinks well of him, yet he knows that he could not succeed in having the goods delivered before payment.

"The trouble in such cases," said one credit manager, "is that we are likely to feel that the merchant is more sensitive than he really is. He knows in nearly every case that he does not deserve the credit for which he asks; and he is likely to respect the house that refuses credit more than the house that weakly grants it; and he certainly resents and is quick to see through the kind of letter, usually a longer one, that attempts to let him down easy."

Such ill repute as now attaches to the word "diplomacy" arises from the fact that diplomatic negotiations in foreign affairs have so often embodied much "tactful" verbiage which is recognized as such. This is something to keep out of all business letters, and particularly of those letters which handle "touchy" situations such as those cases handled by the letters herewith quoted.



Use a page size that will print, cut and fold from a Standard Size Sheet—and fold it on a Cleveland Folding Machine. Consult your Printer.



## Does This Machine Work For You?

**I**S your folding being done in the old-fashioned way—or in the up-to-date, speedy, efficient, modern Cleveland way?

Are you taking advantage of the time-saving feature of the Cleveland—and of the excellence of its folding?

Are you adding to the value of your sales literature by using the distinctive, attention-getting folds which are made on the Cleveland—at no extra cost?

The Cleveland folds everything that any folder will fold. It does the finest work that can be done—and is a great aid to both printer and advertising man.

It gives you the widest possible range of folds—210 of them—from which to select the one best suited for any special piece of literature that you may contemplate getting out.

*Ask your printer about the Cleveland and its work. If he does not own one, send us his name and address and we will tell him where he can have your work folded locally by a printer who has one and takes in outside work.*

***THE CLEVELAND FOLDING MACHINE CO.***

Cleveland

Ohio

## *From Ellen of Sterling*



**W**HEN ELLEN BUTTERICK, by a chance remark, suggested the idea of a paper pattern to her husband Ebenezer, she certainly never dreamed her words would affect a Queen of England.

Yet such odd pranks Fate plays with mankind that a half century later Queen Mary was advising English women to use Butterick patterns when sewing for their soldiers at the front.

"Suitable patterns," said Queen Mary, "may be obtained from Butterick, 175 Regent Street."

Quite possibly the Queen believed Butterick to be an English institution. Just as most of the French women, who buy more patterns from the Butterick store in Paris than are sold by any other pattern store in the world, believe Butterick to be a French house. Just as millions of American women buy

## to Mary of London



300,000,000 yards of cloth every year for Butterick patterns without ever realizing that Butterick is an international institution.

Butterick service is as fundamental as the nature of woman—which knows no limits of boundaries and frontiers. And of the same nature is The Delineator's editorial aim.

Month by month, year after year, The Delineator weaves its pages around women's fundamental home interests. And month by month more than a million women look eagerly for its coming, because The Delineator really helps them to be happier wives and more successful mothers in better American homes.

THE DELINEATOR  
THE BUTTERICK PUBLISHING COMPANY  
NEW YORK



## Saving The Babies

THE FARMER'S WIFE is fortunate in being able to announce an addition to our Editorial Department, which we believe to be of utmost importance to both subscribers and advertisers.

We have been able to secure one of the greatest, if not *the* greatest children's doctor in the world to take charge of the regular health department of THE FARMER'S WIFE for a period of not less than five years.

We believe the high death rate of rural babies will be materially reduced by the services of this great child specialist to our readers every month thru our editorial columns.

This is just one more example of the continued service rendered our readers which is usually reflected in results to advertisers.

Read the announcement and first article in the February issue.

### THE FARMER'S WIFE

*A National Magazine for Farm Women*

WEBB PUBLISHING COMPANY, Publishers  
St. Paul, Minnesota

*Western Representatives*  
Standard Farm Papers, Inc.  
1109 Transportation Bldg.  
Chicago, Illinois



*Eastern Representatives*  
Wallace C. Richardson, Inc.  
95 Madison Avenue  
New York

# Getting a Plus Quantity in a Giant Display of the Product

Giving Added Interest and Action to Inanimate Objects by the Suggestion of Service and Action

By a Commercial Art Manager

**A**N advertiser of a product sold in grocery stores, desirous of arriving at a novel new idea for illustrating his campaign that was to run in magazines, canvassed 300 prominent grocers in different parts of the country through sales representatives, asking them if they had any suggestions to offer.

The majority came back with this idea: "Show the product—in large size—just as big as you can get it."

They were more interested in illustrating the goods than in all other pictorial expedients.

But much more can be accomplished, when this idea is followed, than the mere cold presentation of the article in facsimile. There is a possible plus sign after every individual case and problem.

Take a very simple illustration of this—a shoe. Would a picture of a shoe, in page size, constitute a good picture theme if silhouetted and accompanied by no human interest, no action, no accessories of any kind? Would it not be commonplace, as modern advertising goes?

The answer is: "It all depends on how it's done."

There recently appeared for Selz shoes for men a magazine page in two colors, and the sole illustration was a pleasing model of a tan shoe, reproduced actual size. Basically, the idea was not new. It had been done before. It was the old catalogue scheme, made over into magazine space. But in the case of Selz it was "showing the product, plus." And here were elements which created this added percentage of efficiency:

Weeks were spent perfecting just the right kind of original copy. Men in the shoe business will tell you that rarely indeed will even the finest photograph do

justice to a shoe. Something is lost. The lines are not graceful. Retouching is required, and this retouching may make the entire shoe superficial. And there is nothing more difficult to draw correctly than a shoe. Only specialists achieve success.

Then there is the texture to consider. To reduce leather to terms of pigment is a problem in itself. The use of the right shade of brown gave the Selz experiment some additional vantage points.

## HOW LIGHTING EFFECTS WERE USED

Next came expert lighting. The shoe was so set off and relieved by highlights played against deep shadows that the shine and shimmer of a highly polished shoe, just taken from its box, was projected to the eye. The cherry-red calfskin was skilfully suggested. Probably as much time was spent, or more, on that one original drawing of a tan shoe than on the average three- or five-figure human interest illustration. In consequence of this care the shoe, as seen in the advertisement, was astonishingly real. You could all but lift it from its page of white paper. There was true salesmanship in that big shoe; it was the sort of shoe any man might be eager to wear. But, upon careful analysis, you could see that it was vastly more than "just a reproduction of a shoe." It was as near seeing the real article, probably, as will ever be attained on the printed page.

Advertising display which frankly and proudly uses as an illustrative theme its own product, however homely, comes nearer satisfying the trade in general and the retail merchant, specifically, than when far more elaborate ideas are employed. There is less compe-

tion, because no advertiser does this continuously—nor should he. But the sensation, on opening a magazine or newspaper, and coming suddenly upon the life-size reproduction of a familiar article, is often filled with the stuff of which sales are made.

Done without imagination, however, it is far less satisfactory.

There is now appearing a series of pages in farm journals for U. S. Rubber Boots, in which very large showings of at least one boot is the keynote of the campaign. The boot is in such size that an infinite amount of detail can be visualized.

But not in a single instance are these pictures of boots uninteresting to the eye, although there is no life, no figure adjuncts. The boot is not on a human foot. It is silhouetted against white paper.

A dozen years ago the advertiser would have been content to have a photograph of a boot made slightly retouched and placed conventionally on the page. He would not have believed there was any other method of displaying giant reproductions of his wares. The modern idea is more advanced.

U. S. Boots, while depending entirely upon the inanimate, nevertheless produce the appearance and the feeling of action. A comparatively simple and easy procedure.

Imagine a farmer's boot thrust boldly into the page, with a good, vigorous forward motion, toe in air, heel off the ground—as if in the act of taking a step.

Given this bit of action, eliminate everything except the boot, and you have the basis of the U. S. idea. The suggestion of

action is there, although only the boot actually appears. The inanimate product has been posed in action.

There is nothing to detract, nothing to draw the attention away from the advertised article. It is large and it is in detail, yet it departs from the staid and

SELZ \$SIX



1887 leather  
Full grain Cherry red  
calfskin  
Also other styles and  
leathers in light and  
dark colors  
Genuine Wingtip  
Buckles  
Genuine Welt  
Natural Finished Oak  
Sole, bringing long-  
wear

EVERY merchant who has the Selz Six has voluntarily agreed to accept less than usual profit on this leader, so do we. That is why a standard high quality, all leather, Chicago-made shoe can be sold at such a low price.

But the smaller profit has brought an actual gain to both the merchants and to us, the increased volume of sales has simply made it up. In little more than a year the Selz Six has become one of the biggest sellers in the U. S. Such a record shows its unusual value very plainly.

If your dealer does not have the Selz Six, write Selz, Chicago or Pittsburgh.

1871 SELZ 1922  
ELEVEN FACTORIES—NINE DEALERS  
HARBOUR OF GLOBE MARKS RETAILING AT 10%  
IN CHICAGO, THE ALBANY, BOSTON, NEW  
YORK, PITTSBURGH, ST. LOUIS, ST. PAUL, MINN.

THE ILLUSTRATION OF THE PRODUCT BECAME A MASTER-PIECE OF DETAIL

conventional catalogue illustration.

This same principle may be set to work for a great many advertised articles. Why, then, do we see it so seldom?

In brief, it is unnecessary to actually introduce people, hands, feet, life itself, in order to humanize and put action into the inanimate product.

The thing can be accomplished through pictorial suggestion. The reader supplies the thought of action.

In order to achieve a similar result, an unusual course was followed. Here again, as described above, boots, logging shoes, etc.,

1923

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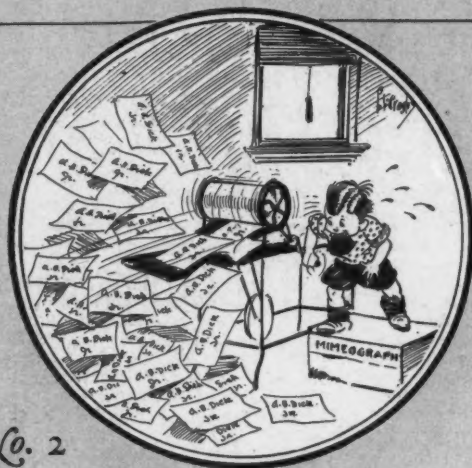
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etc.,





# L I F E

IN ADVERTISING CIRCLES



No. 2

The teacher made A. B. Dick, Jr.  
write his name 500 times



A Million Readers  
a week

*At Remarkably  
Low Rates*



GLE. BEK. ARK., *Life's Advertising Manager*, New York  
B. F. PROVANDIE, *Western Mgr.*, 1537 Marquette Bldg., Chicago, Ill.

THE  
STANDARD  
COMPANION  
TO THE  
ARTS AND  
CRAFTS

Thos. Cusack & Co.

RECEIVED  
JAN 2 1952

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**M**AKE-READY—  
*“the preparation, before  
printing a form, of the part  
of a press that brings paper  
in contact with type,”—*

THE PRINTER'S DICTIONARY.  
Whether your printed matter looks uniformly brilliant, clear and clean-cut depends largely on the precise manner in which “paper is brought in contact with type,” halftones and line cuts. Forty-seven years of experience have given the Goldmann Pressroom a degree of make-ready skill that you will be glad to have applied to your printed matter.

**ISAAC GOLDMANN COMPANY**

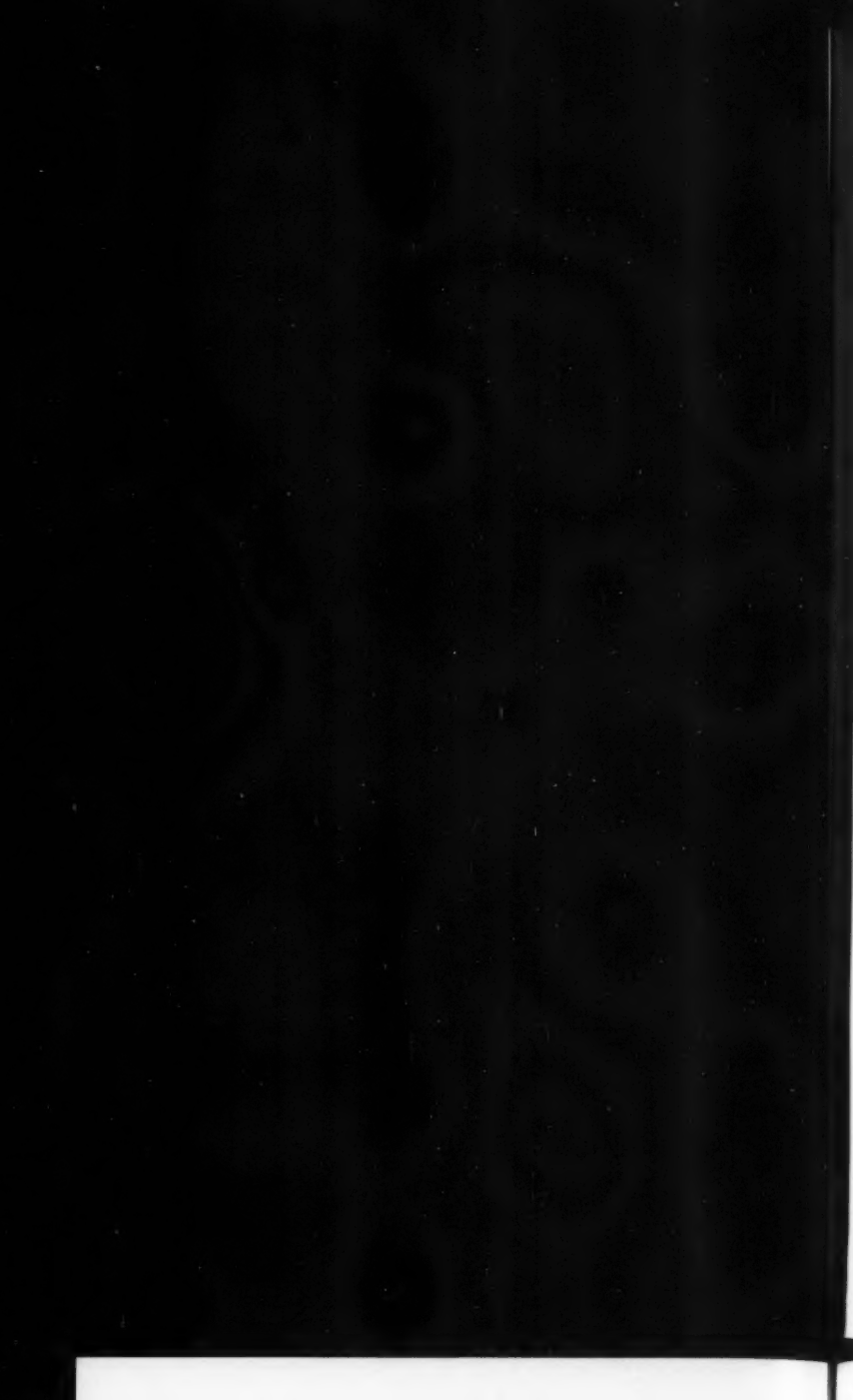
**EIGHTY LAFAYETTE STREET NEW YORK CITY**

*Printers Since Eighteen Seventy Six*

TELEPHONE FRANKLIN 4520







were the articles advertised, and the campaign called for "still-life" studies of the product alone, with no backgrounds, superimposed against white paper. Some models were secured and taken out to a large farm. These models put on the various types of boots, shoes and "high-tops" and were

tained. The boots moved at appointed tasks, projected by spooks, invisible wearers.

We reiterate that it is a mistake to assume that action is impossible without the use of figures in the still-life type of advertising illustration. In a series for Alemite lubricant by the Alemite system (a specially built force pump) the thought of service and action were brought out admirably, with never so much as a hand manipulating the mechanism.

The end of an automobile spring with the projector attached told the advertiser's story.

The difference between the inanimate presentation and the study of the object, linked up with a suggestion of its service, its operation, must be apparent.

In this process of animating the inanimate, lighting is a powerful influence, since light in itself is a symbol of action.

By wisely lighting an object it can be given a sort of radiant, glowing interest. To properly appreciate this, do some

experimenting of your own. Take anything, from a high silk hat to a dishpan, and in a semi-darkened room turn various lights upon it from various angles. You will be interested in the result of the experiment, for light will round out the object, give its contour new significance, "bring it to life," as it were.

The same rules of composition apply to numerous objects as have been mentioned in relation to the boot campaign. Make a photograph of a piece of aluminum ware, flat on its base, and silhouette it on an advertising page, and you have no feeling of motion or even of necessary eye interest. Hold the same article in your

# ALEMITE



## Insist on Alemite Lubricant for your car



ACTION IS SUGGESTED BY THE DETAILS THAT SURROUND THE BIG PICTURE OF THE PRODUCT

posed in a number of action scenes, such as lifting a wagon wheel out of a rut, bending over to fix a balky tractor, cutting down trees and carrying in water from the pump on a snowy morning.

Enlargements were made from the original photographs, all backgrounds, figures and accessories painted out, and only the foot-gear left, the latter being retouched with great care.

But by this means correct and striking action poses of the goods were secured, and it is doubtful if the same results could have been had by any other means. When placed alone on the page, the suggestion of action was re-

hand, snap the camera and then eliminate the hand, placing the photograph on the page in exact relation to its original pose, and the tilted position will suggest the very action you have eliminated when the hand was stopped out. Imagination supplies the missing ingredients.

"But that is unnatural," someone might complain. "Who ever heard of spectral boots or aluminum pans floating in midair?"

Advertising is not to be hindered and bound around by such matter-of-fact rules and regulations. Secure your effect, make an interesting and striking advertisement, and to hang with the over-captious critic.

Still-life illustrations are successful in proportion to the imaginative qualities introduced.

We saw this demonstrated forcibly a little while ago, when an advertiser was sounding out pictorial possibilities for a new campaign in which inanimate objects were to be very much in evidence and the past policy of stressing figures dropped for at least a season. "Familiarize the public with our product" had been the battle-cry of a large staff of salesmen. "Make our advertising the dealer's counter and shelves."

And the product advertised was an appliance, an accessory used in conjunction with radio.

First came old-fashioned enlargements, catalogue style, of the mechanism. They were nicely retouched, but when the proofs were submitted to a committee it was immediately said that the pages lacked life. They were "dead." And while they might meet the requirements and ideas of the sales force, they certainly did not constitute successful consumer advertising.

Then came a second series, with imagination playing more of a part.

The product was posed against black cloth, and a single ray of electric light was shot down from an upper corner, striking only parts of the mechanism.

In another composition the set was so photographed and "doc-

tored" on the page that it looked as if it had been tossed up into the air. Speed lines followed its course. Still another illustration presented it as seen through a haze, in vibrant billows of light and shade. Indeed, here the camera was out of focus.

The still-life is not successful as an illustrative theme if it's "too dern still," as a photographer once said to us. And we agree with him.

### Shoe Polish Sold by Canvassers

Harry H. Graham & Company, of Cleveland, recently made application for the registration of their trade-mark "Shu-Creme," the name of a shoe polish which they manufacture. This product, according to H. H. Graham, the company's sales manager, is being sold by house-to-house canvassing.

In answer to a question regarding advertising plans for "Shu-Creme," Mr. Graham informed *PRINTERS' INK* that at present all efforts of the company are being devoted to creating a force of distributors through direct-mail advertising.

### Joins "Needlecraft Magazine"

James A. Robertson, advertising manager of the N. K. Fairbank Company, "Fairy" soap, "Gold Dust" washing powder, and "Cottolene," New York, and formerly assistant advertising manager of Wilson & Company, packers and provisioners, Chicago, has been appointed Western manager of *Needlecraft Magazine* with headquarters at Chicago. Mr. Robertson assumes his new duties shortly after March 1.

### Consolidated Cigar Earnings

The Consolidated Cigar Corporation, "Dutch Masters," "Harvester," "Mozart," "Henry George," "El Sidelo" and other brands, New York, reports gross profits for 1922 of \$3,225,653 as compared with \$2,168,165 in 1921 and \$3,845,866 in 1920. Net profits after charges and taxes for 1922 amounted to \$1,055,290 as compared with a deficit of \$728,797 in 1921 and a profit of \$1,485,447 in 1920.

### Albert H. Hopkins Joins Porter-Eastman-Byrne

Albert H. Hopkins, formerly manager of the Chicago branch of the Horton Manufacturing Company, Ft. Wayne, Ind., and more recently with Maxwell, McLaughlin & Company, Chicago advertising agency, has joined the Porter-Eastman-Byrne Company, Chicago. He will be director of plans and merchandising.



Another "Business Bromides" is out. Unpretentious observations on life and business gathered from time to time in the past, and now done into a little booklet. Things the rest of us have thought of so often that we are glad to see them set to words. We shall be pleased to send you one if you will write in for it. Free, of course.



J. M. BUNDSCHO  
*Advertising Typographer*

58 EAST WASHINGTON  
CHICAGO

HERE TYPE CAN SERVE YOU



**"Clothes have  
made men  
of us" — Carlyle**

Outward appearance of men and things is but an indication of what exists within—and not an infallible one—but a favorable appearance is necessary to induce investigation.

Applying this observation to printing, it is evident that if the first impression is not favorable, none will ever know whether the message inside is interesting.

That is why we guard jealously *our* standard of quality. Upon it we have built a business that requires a million dollar plant.

*Fine catalogues, advertising  
matter, illustrated magazines,  
at a cost as low as high quality  
will permit*

**NATIONAL CAPITAL PRESS**  
1210-1212 D Street N.W., Washington, D. C.

# Changing the Name without Lost Motion

A Business-Paper Campaign to "Sell" a New Corporate Title

ON January 1, 1923, the firm name of the Tulsa Boiler and Sheet Iron Works, Tulsa, Okla., was changed to the Pioneer Tank and Boiler Company. The new corporate title was made necessary for three reasons.

Principally, it was occasioned by the entry of another organization into the same field, subsequent to the establishment of the Tulsa boiler company, under a name so similar as to cause considerable confusion. Inquiries, orders, other mail and freight was frequently delivered in error to this competitor.

Reason number two had its foundation in the need for making a stronger appeal to the trade in the advertising. The company was desirous of making its product known under a distinctive name. More than that, a name was wanted which would stress the firm's years of service and its particular fitness for serving the special trade it catered to.

The third reason is to be found in the fact that the business was originally established eighteen years ago as a small boiler repair shop. Since then the company has outgrown its original activities. Today, production is largely confined to the manufacture of tanks and refinery steel construction. But, under the old name, a certain percentage of the trade persisted in associating the factory with the manufacture of tinsmith and cornice work. Naturally, that resulted in some business being lost purely because of the misunderstanding.

The word "Pioneer" for the new name was selected because it offered better and broader advertising opportunities. In addition, the associations the word calls forth were emphasized by the selection of a prairie schooner as a trade-mark background. "Tank and Boiler" are indicative of the company's business.

With the beginning of the new year the new name went into effect and the name-change campaign inaugurated. The first step was a mailing, to the trade, under two-cent postage, of 5,000 announcement cards. First-class postage was used to enable mailing list corrections. The announcement read:

TULSA BOILER AND SHEET IRON WORKS  
announce  
Change of Firm Name  
to

PIONEER TANK AND BOILER COMPANY  
This change has been found necessary to avoid confusion caused by reason of other firms operating under similar name to the Tulsa Boiler & Sheet Iron Works. Also, to serve as a better index for our Products and our Position in the Trade.  
There is no change in the organization.

A second mailing was made February 1. This time the order of the names was reversed, Pioneer Tank & Boiler Company appearing at the top. The card announced the opening of a steel warehouse department. On March 1 a third mailing will go out, calling attention to the association with the company of a specialist on refinery building and operating. The principal object of the three mailings is to stress, as often as possible and yet not too close together, the name change.

Starting January 15, page advertising appeared in a petroleum publication. The same copy, also in full pages, is scheduled for insertion throughout the year in seven other papers reaching the trade. In the upper portion of the advertisement appear two circles, one twice as large as the other, representing an eclipse of the sun. The larger circle contains the name, Pioneer Tank & Boiler Company, set in heavy type on a clear white background. To the left, and partially eclipsed, is the small circle entirely in black. Across its face, in shaded lettering and therefore quite indistinct, is the old name.

"A New Name For An Old Friend," is the headline, followed by:

What's in a name, anyway? The refinery construction work we are doing under the name "Pioneer" is just the same high grade as when it bore the name "Tulsa Boiler and Sheet Iron."

For fifteen years, as the "Tulsa Boiler and Sheet Iron Works" we have

comparatively a small percentage writing us under the old firm name. We anticipate that within a few weeks after the appearance of our new advertising in the various trade journals there will be few letters coming to us under the old name. However, we also believe the old name will not be

entirely forgotten by some for a period of several years.

"It is our opinion that our organization will forfeit some percentage of good-will as the result of the change in name, but we are confident that our manner of bringing the change before the trade will cause this to be a minimum. Furthermore, the great advantage accruing to our business in the capitalization in our advertising and otherwise, of the name 'Pioneer,' and in the fact that the new name fully describes our product to the trade we want to reach, as well as indicating to them our position in the field, will more than offset the small percentage of loss in good-will. In fact, the writer firmly believes that the name of any

business that carries with it a meaning and an index of character is of vastly more value than at first would appear, and considerably offsets the inconvenience of changing a name. The old name can be made to 'fade away' with a minimum loss of good-will, by using to the fullest extent the available advertising mediums to accomplish this."

The Studios of Worden, New York artists, has been incorporated. Charles Worden is president and treasurer and Henry A. Rabin is vice-president and secretary.

**PIONEER  
TANK &  
BOILER  
COMPANY**

**A New Name For An Old Friend**

**WHAT'S** in a name, anyway? The refinery construction work we are doing under the name "Pioneer" is just the same high grade as when it bore the name "Tulsa Boiler and Sheet Iron."

For fifteen years, as the Tulsa Boiler and Sheet Iron Works we have turned out tanks and refinery steel construction that made good friends for us among the wise buyers of the mid-continent. We pioneered in giving these people "close to home" service on the best kind of work.

Now, under our new name, The Pioneer Tank and Boiler Company, we're all set with the men, machinery and money to keep on growing under the Pioneer banner like we did when Tulsa Boiler and Sheet Iron was on our letterhead.

There is no change in our organization.

Get Pioneer quotations on tank and refinery construction work.

**PIONEER TANK & BOILER CO.**  
(Formerly Tulsa Boiler and Sheet Iron Works)  
Box 1896, TULSA, OKLA.

HOW THE TRADE WAS INFORMED IN BUSINESS-PAPER COPY

turned out tanks and refinery steel construction that made good friends for us among the wise buyers of the mid-continent. We pioneered in giving these people "close to home" service on the best kind of work.

Now, under our new name, The Pioneer Tank and Boiler Company, we're all set with the men, machinery and money to keep on growing under the Pioneer banner like we did when Tulsa Boiler and Sheet Iron was on our letterhead.

There is no change in our organization.

Writing PRINTERS' INK concerning the name-change campaign, J. F. McKelvey, manager of the Pioneer Tank & Boiler Company, said:

"Since sending out our announcements January 1, there is

# NATIONAL ADVERTISING

Economist Group advertising is national advertising.

It is national advertising because the 40,000 executives and buyers in 35,000 stores in 10,646 towns and cities which it reaches are nationally distributed according to the volume of dry goods business in every section of the country.\*

It is national advertising because it generates a direct or reflex action upon every factor in the national distributive machine from mill to retailer.

It is national advertising because it offers the instrument with which manufacturers can build themselves so solidly into the innermost consciousness of America's retailers that their names and their merchandise will participate in every buying and selling activity of that great national market.

## The Economist Group

239 West 39th Street

New York City

Dry Goods Economist	-	-	-	-	-	New York
Dry Goods Reporter	-	-	-	-	-	Chicago
Drygoodsman	-	-	-	-	-	St. Louis
Atlantic Coast Merchant	-	-	-	-	-	New York
Pacific Coast Merchant	-	-	-	-	-	San Francisco

\* We will be glad to send to interested advertising agency executives and to advertisers, a map which graphically presents this distribution. Address the Promotion Department.



## What Do You Know

**A**TLANTA, for instance, whose sky-line is shown, above.

Population 1922, 225,000.

The financial and distribution center of the Southeast.

500 factories turning out more than 1000 different articles.

Value of manufactures upward of \$200,000,000 a year.

An industrial payroll of \$35,000,000 annually.

Twelve Banks and Trust Companies.

Atlanta bank clearings for 1922, \$2,191,000,000.

Postal receipts for 1922, \$2,953,000.

Atlanta business houses have 90,000 customers in 7 Southeastern states.

Building operations 1918, \$3,572,000; 1920, \$13,342,000; 1922, \$20,584,000.

Forty-four Hotels, with more than 3000 rooms.

One hundred and sixteen Educational Institutions.

Atlanta is now spending \$8,850,000 for municipal improvements.

Five hundred Northern manufacturers maintain district offices and sales agents in Atlanta, many of them carrying warehouse stocks at this point.

Atlanta has eight systems of steam railroad operating 13 lines in all directions; 124 trains daily; 4 belt lines encircling the city with many miles of additional industrial track; two interurban electric lines and splendid freight terminals. The total mileage owned and operated by Atlanta's eight railroad systems, is 20,827.

The city electric and the interurban lines of Atlanta, operated by the Georgia Railway and Power Co., total 225 miles.

## *Sell it South*





## What About Southern Markets?

378 merchandise or package freight cars originate in and move out of Atlanta every day. This does not include freight transferred from one road to another nor freight passing thru Atlanta.

For factory sites, Atlanta has 80 miles of available property with railroad frontage, suburban, semi-central or within a block or two of the heart of the city.

Headquarters for one of the largest ice manufacturing concerns in the world, producing 1,000,000 tons annually.

Atlanta manufacturing plants include textiles, farm tools and machinery and agricultural implements, brick and terra cotta, lumber and planing mill products, shoes, automobiles, locomotives, sheet metal works, paint factories, etc.

## GEORGIA

has 4803 manufacturing establishments; invested capital, \$448,700,000; primary horsepower, 436,608; this includes 204 textile mills, 116 cotton oil mills, 144 fertilizer plants, 3 iron and steel mills; 1600 lumber and planing mills; 135 foundries and metal-working plants, 7 packing plants, 47 brick, tile and terra cotta plants, etc.

Georgia has 63 jobbers and dealers in mill supplies and machinery. Hardware jobbers 25; dealers 52. Automotive distributors, dealers and garages, 1,235. Electrical jobbers and dealers 175.

Georgia agricultural products: 1920, \$325,000,000; livestock on farms, 1921, \$140,446,000.

The mines in Georgia produce asbestos, bauxite for the manufacture of aluminum, coal, iron, corundum, pyrites, copper, and other metals.

**NEXT—New Orleans, to appear March 7th issue.**

*Thru These Recognized Southern Business Papers*  
W. R. C. Smith Pub. Co., Atlanta, Ga.



## Peanut Butter Makers Considering National Advertising

**I**NDICATIONS that a national advertising campaign is being considered by peanut butter makers are given in a letter sent to companies supplying machinery and materials to peanut butter manufacturers by H. J. King, secretary-treasurer of the National Peanut Butter Manufacturers Association, Chicago. In this letter Mr. King says:

If we sell more peanut butter you can sell us more of your product. Advertising of peanut butter will make it a universal favorite. Co-operative advertising of lowly sauerkraut—educational advertising—and advertising alone—trebled the sales of that product.

If 25 per cent of the people of this country knew how delicious good, pure peanut butter is, how nutritious, how healthful—our sales would treble. Advertising can do it. The sales of peanut butter machinery, containers for the butter, labels and peanuts would increase in proportion.

You will benefit by the educational campaign we will carry on to advertise the nutritive value, palatableness and variety of uses of peanut butter.

You are invited to become an associate member of our association. The money paid in for associate memberships together with that furnished by our regular members will be used in national advertising of peanut butter.

Associate membership is a good investment. The dues for associate membership are \$10.00 per year. You may take out as many associate memberships as you like.

The association has adopted a circular seal, with the name of the association in an outer ring and "Better Peanut Butter" in an inner ring. It makes a compact and effective mark.

The officers of this national association, in addition to Mr. King, are:

President, Walter J. Hirsch, Walter J. Hirsch Company, Chicago; second vice-president, Eastern Division; Clarence J. Cook, Cream Dove Mfg. Company, Binghamton, N. Y.; second vice-president, Central Division; Geo. C. Case, E. K. Pond Company, Chicago, and second vice-president, Western Division, J. L. Rosefield, Rosefield Packing Company, Alameda, Cal.

## Trade-Marking the Summer Camp

School and camp advertisers have long been noted for the excellence of their copy and the thoroughness of their follow-up. And now comes a camp out in Winchester, Wis., with a trade-mark, which it is using in its advertising. The trade-mark selected is the turtle totem and the camp is named Mishike, which is the Chippewa word for turtle.

The turtle totem turned into a trade-mark by this camp is the sign manual of an early Indian chief and was taken from a letter on display at the Congressional Library at Washington.

The totem and the Chippewa word for turtle are appropriate in this case because the camp advertised is on the Turtle Waters, forming part of the 1600 lakes in one single Wisconsin county. This camp trade-mark is being used in all advertising: magazine, newspaper and direct-mail. It is also used on the letter-head of the camp and on metal markers to mark trails for the guides, who take the boys through the lakes on canoe trips.

## Wrigley Profits Nearly 50 Per Cent on Capital Stock

The William Wrigley, Jr., Company, Chicago, in its annual report issued a few days ago, stated that net profits for 1922 after all charges and federal taxes totaled \$6,146,635. This compares with net profits of \$4,910,677 for 1921. Last year's profits were nearly fifty per cent on the company's capital stock. In the balance sheet of the Wrigley company good-will appears as an asset valued at \$6,000,000.

## H. A. Kennedy with Joseph D. McGuire

Harold A. Kennedy has joined the Press of Joseph D. McGuire, New York printers and engravers. He will be in charge of contact and service. Mr. Kennedy was formerly director of production for the Dorland Agency, Inc., and more recently chief of production for Redfield, Fisher & Wallace, Inc., advertising agencies of New York.

## Interstate Iron & Steel Plans 1923 Campaign

The Interstate Iron & Steel Company, of Chicago, has completed plans for a 1923 advertising campaign on its alloy steel and other products. Business papers and newspapers will be used. The campaign will be directed by Aubrey & Moore, Inc., Chicago advertising agency.

## Advertising Appointment by "The Day"

Samuel Zuckerman has been appointed advertising manager of *The Day*, New York Jewish newspaper. He had been acting advertising manager.



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# Why American Chicle uses the All-Fiction Field

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# Biggest Campaign

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*This is what the American Chicle Company told their dealers:*

"**S**TARTING at once, we are placing behind Black Jack Chewing Gum the biggest advertising campaign that this brand has ever received.

"By the time this reaches you, the news-stands right in your city will be piled high with magazines on the back cover of which you'll find a real Black Jack Ad.

"Will people know about Black Jack? You bet your life they will!

**4 color pages and 6 half-page Advertisements  
in the All-Fiction Field during 1923**

"Everybody's Adventure Detective Stories	Popular People's Love Story	Western Story Short Stories Argosy All-Story	Top-Notch Munsey's Ainslee's
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**A Total of 2,150,000 Copies Every Month  
Which Means at Least 10,000,000 Readers**

"There's no mystery either about this vast circulation. Watch the news-stands in your neighborhood for a couple of days and see how many of these magazines are bought—then you'll have a better idea of what this campaign is going to do for you in your town."

**Over 2,000,000 Circulation**

# All-Fiction

**The Field of**

gn

## For Black Jack

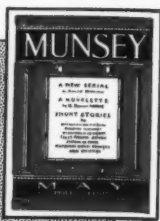
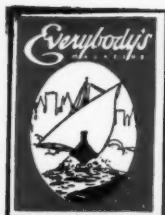


THE HOLD-UP

ircution for \$2700 a Page

# ton Field

## offreatest Yield



# All-Fiction Field

The Field of Greatest Yield

Over 2,000,000 Circulation  
for \$2700 a Page

# "I Want a—"

And Then Advertising Is Put to the Ultimate Test—Does the Consumer Insist on Your Product?

By Stuart Rivers

EACH year Mr. and Mrs. Public consume a few billion cigarettes, kick through thousands of pairs of rubber boots, lose carloads of fountain pens and earrings and wear out everything from shoes to hats.

Do they ask for *your* product by its brand name?

Here are a few conversations which took place in a chain grocery store in Brooklyn and in a drug store in New York City and were recorded absolutely verbatim by a stenographer, the elimination of the brand names being the only change that has been made.

In the grocery store—a lady entered, looked around at the different goods on the shelves, and approached the clerk.

*Lady:* I want a loaf of bread.

*Clerk:* Yes ma'am. Any particular brand?

*Lady* (Hesitating): I don't know. What kind have you got?

*Clerk:* Well, we have—Bread and—and—

*Lady:* Well, I'll try the—. Sometimes I think one kind is good, sometimes I think another. That's all today.

Another lady entered. She was accompanied by her small daughter who walked over to the boxes of cakes and crackers.

*Lady* (To clerk, at the same time keeping an eye on her daughter): I want a can of tomatoes, please.

*Clerk:* Large or small?

*Lady:* Large. Have you got any — Bread?

*Clerk:* — Bread? Yes ma'am. Anything else?

*Child:* Mamma, can I have some crackers?

*Lady:* A box of those — Biscuits, and I think that's all.

*Clerk* (Getting crackers and

picking up advertising circular from counter): Any of our specials today—washing powder, soap flakes? (He runs through quite a list, giving, in many cases, the brand names.)

*Lady:* Yes, I'll take a box of soap flakes. (Calling by the advertised name.) That's all.

The clerk put her purchases into a paper bag and she left.

A young man entered. He was apparently in a hurry and held a dollar bill in his hand.

*Customer:* I want a bottle of that — Catsup.

*Clerk* (Getting bottle from shelf): Anything else?

*Customer:* Nope. You needn't wrap it.

The next lady was evidently a regular customer.

*Lady:* I want another can of those — Peas.

*Clerk* (Reaching for the can and putting it on the counter): Anything else?

*Lady:* Yes, I want a can of corn. What kind have you got?

*Clerk* (Taking can from shelf): This brand is very good.

*Lady* (Looking doubtfully at the brand name): I never heard of it. Have you any other?

*Clerk* (Taking down another can): This is the — Corn. I think you'll like it. It's just as good as those — Peas.

*Lady:* All right. I'll take it. And you might let me have a loaf of bread, — Bread. That's all today.

An Italian entered, bought some Swiss cheese, neglected to ask for a brand name, accepted what the clerk offered and—

*Italian:* A box of crackers, those kind with the dots on 'em.

*Clerk:* What do you mean? — Biscuits?

*Italian:* Yep. I forget the name. The next customer was a lady, rather middle class.

From the J. Walter Thompson "News Bulletin."

*Lady:* Have you any sugar in cartons?

*Clerk:* Yes ma'am. We have — and —.

*Lady:* Let me have three and a half pounds of — granulated sugar. And have you go any — Baked Beans without the tomato sauce? I want a can of that. And have you got any — Hawaiian Pineapple?

*Clerk* (Getting can and putting it on counter before her): This is the — Pineapple. Will this do?

*Lady* (Inspecting can): I'll try a can if you think it is just as good. And have you any orange marmalade? How much is a small jar?

*Clerk:* We have some for thirty-three cents.

*Lady:* I'll take one. And I want a loaf of bread. Have you got any — Bread?

*Clerk:* No ma'am. We have these four kinds but not the — Bread. This —

*Lady:* All right. I'll try it. That will be all today.

A little girl of about fourteen years came in. Later the clerk told me that the child always did all the buying for both her mother's and her aunt's tables.

*Girl:* One dozen eggs. The seventy-five cents a dozen kind, and a bag of flour.

*Clerk:* What kind of flour?

*Girl:* I don't remember. What kind is it that has the red label on the bag? Yes, that's it, I want that kind.

*Clerk:* Is there anything else?

*Girl:* A box of spaghetti, the nice crispy kind like you sold me before.

(The clerk gave her a box of spaghetti that he picked out from among three different brands.)

A lady was the next customer. She had a written list which she read off as the clerk filled the order.

*Lady:* Four large grapefruit. A small can of tomatoes. A loaf of bread. A head of lettuce. A box of salt. Two pounds of potatoes. Half a pound of American cheese. Two cans of tomato soup. A box of rice. One of those

cakes like I got yesterday. That's all today. And will you send them? (She left, without once having mentioned a brand name, and the clerk made up the order, evidently choosing what he thought would please her.)

A boy of about fifteen years of age came in, also with a list.

*Boy:* I want three pounds of eating apples. How much?

*Clerk:* Three pounds for a quarter.

*Boy:* All right. I'll take them. And I want a can of — Pears. And three — Oranges. And a loaf of — Bread. That's all.

A lady was next. Apparently she came from a better class of home.

*Lady:* I want some potatoes. A few large ones and a few small ones. A bottle of chili sauce. A box of — Salt. Let me have six eggs.

*Clerk:* Brown or white eggs?

*Lady:* Brown ones. Have you any spinach?

*Clerk:* Yes ma'am, how much?

*Lady:* Twenty-five cents' worth. And a loaf of — Bread. A little garlic. A small head of California lettuce. I want some fruit, let me have four of those apples. A box of matches. A small bottle of white vinegar. (The clerk showed her two bottles of different size.) That ten-cent bottle. That will be all. No, I forgot. I want a loaf of French bread. (She was going out of the store when her eye was attracted by some radishes. Selecting a bunch she returned to the counter, put them with her order and asked the clerk to send them.)

An old man came in, with his money wrapped carefully in a piece of paper.

*Clerk:* What can I do for you?

*Man:* Bread. I want a loaf of bread. How much?

*Clerk:* What kind of bread do you want?

*Man* (Pointing to where a number of loaves of a certain brand were displayed on the counter): How much are those?

*Clerk:* Twelve cents.

*Man:* I'll take one. (He unwrapped his little package of



# "Pay Dirt"

**L**ET us "prospect" your business for the Dominant Idea—the *vital* reason for the existence of your business—the big inspirational selling idea that *overcomes* resistance and *implants* desire. It isn't usually on the surface. Let us help you dig.



## McJunkin Advertising Company

Five South Wabash Avenue, CHICAGO

money, paid for the bread and left.)

We selected a drug store noted for the accuracy with which they put up prescriptions and, unlike many drug stores, for carrying but few articles not directly connected with the drug business.

Sales were made much more rapidly than in the grocery store. A customer asked for what he wanted, received the article with the check and turned away from the counter.

The clerk said that most of the people knew what they wanted. It was only when a man bought a woman's article and vice versa that customers had any difficulty in remembering the name of the goods.

*Customer* (A man): I want three bottles of Bromo Seltzer.

*Clerk*: Yes sir. (He produced a bottle and showed it to the customer who nodded and the clerk went upstairs for the other two bottles.)

*Customer* (A man): I want some Milk of Magnesia.

*Clerk* (Producing a bottle and showing it to the customer): Anything else?

*Customer*: Is that Milk of Magnesia? (Apparently it was in an unfamiliar bottle.)

*Clerk*: Yes sir. That's our own brand. I think you'll like it very much.

*Customer*: All right. That's all.

This incident interested me particularly and I waited for more than an hour for someone else to come in and ask for Milk of Magnesia. This time it was a lady who wanted it, but when the clerk showed her a bottle of that which the store put up she looked at it very doubtfully.

*Lady*: That isn't what I want—it's in a blue bottle.

*Clerk*: You mean — Milk of Magnesia?

*Lady*: I think so. (Clerk placed another bottle on the counter.) Yes, that's it. Thank you, that'll be all.

One customer of the poorer classes who came in made the following purchases.

*Lady*: I want some — Toilet Water.

*Clerk*: I'm sorry but we're all out of —. We expected to get some in. But we have —.

*Lady*: No. When are you going to get — in?

*Clerk*: It ought to have been in today. Probably it'll be in tomorrow. I'm sorry. Was there anything else?

*Lady*: I'll wait until tomorrow then. Yes, I want some — Soap and some — Tooth Paste. That's all.

*Customer* (A man, quite of the better class): Can you wait on me? I want to find out what kind of cough syrup you have.

*Clerk*: We have — (He named three or four brands that were vaguely familiar to the customer, and then took a bottle from under the counter.) We put up this ourselves. You'll find it very good.

*Customer*: Will it cure a cold? I've had a cough for a couple of weeks and I don't seem to be able to get rid of it.

*Clerk*: Oh yes, that's very good. Take a teaspoonful every three hours. The directions are on the bottle.

*Customer*: All right. I'll try it.

*Customer* (A man of middle class): Some talcum powder.

*Clerk*: Yes sir. Any particular kind?

*Customer*: Not too expensive. How much is it?

*Clerk* (Producing a can and holding it up): Twenty-five cents. Will that be all right?

*Customer*: Nothing cheaper? Well, all right, give me that. (The powder that he took had been nationally advertised for years.)

These conversations are of course just a very few samples of what is going on all the time, but they may be as interesting and illuminating to you as they were to me.

### New Account for Hicks Agency

The advertising account of Jacob Rapoport & Company, New York cutters, has been placed with the Hicks Advertising Agency, of that city.



*DON'T forget this  
—our Shipping De-  
partment knows the  
mechanical require-  
ments of publications  
all over the country.*



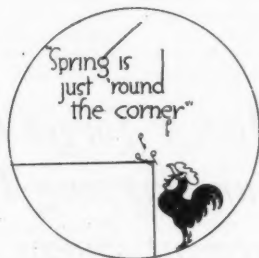
**O'FLAHERTY**

STEREOTYPERS

ELECTROTYPERS

*Makers of Peerless Mats*

313 West 37th Street, New York



**What are you people going to do about it? By "you people" is meant those firms who having a desultory distribution of your goods in Canada are taking no steps to increase it or "consolidate" it.**

**THE DAILY  
NEWSPAPERS**

It is in the spring the farmer renews his equipment (*he had a stupendous crop last year*). It is in the spring that building activities recommence in earnest (21,000 new homes were built in Canada last year), etc., etc., etc., etc., etc.

To reach the Canadian people—to bring your sales efforts to the close and intimate attention of dealer and consumer—The Canadian Daily Newspapers offer you 100% service.

*Write direct or ask your agency.*

#### **The Maritime Market**

Population	Newspaper
St. John, N.B. . . . 55,000	Telegraph & Times
St. John, N.B. . . . 55,000	Journal
Halifax, N. B. . . 75,000	Chronicle & Echo

#### **The Quebec Market**

Population	Newspaper
Quebec, Que. . . . 111,500	Le Soleil (French)
Quebec, Que. . . . 111,500	Telegraph
Montreal . . . . . 839,000	Gazette
Montreal . . . . . 839,000	La Presse (French)
Montreal . . . . . 839,000	La Patrie (French)

#### **The Pacific Market**

Population	Newspaper
Vancouver . . . . 165,000	World
Victoria . . . . . 60,000	Times
Victoria . . . . . 60,000	Colonist

#### **The Ontario Market**

Population	Newspaper
Kingston . . . . . 25,000	Whig
London . . . . . 70,000	Advertiser
London . . . . . 70,000	Free Press
St. Catharines . . 21,000	Standard
Brantford . . . . . 35,000	Expositor
Toronto . . . . . 622,326	Globe

#### **The Prairie Market**

Population	Newspaper
Winnipeg, Man. 280,000	Free Press
Winnipeg, Man. 280,000	Tribune
Regina, Sask. . . 35,000	Leader & Post.
Saskatoon, Sask. 31,384	Phoenix & Star
Calgary, Alta. . . 75,000	Herald
Edmonton, Alta. 70,000	Journal

# OF CANADA

**For an  
entire line**



## **Applying Modern Methods to Selling Several Products**

Not only a single product but an entire line can be sold in greater volume by better display.

The Package Confectionery Company of Boston is using Brooks Display Containers (Patented) for several of its distinctive products. Each container has individuality, but each harmonizes with the others.

Goodwill and much business spring from this group of silent salesmen.

*Send us a sample of your product, and let us know the number of units to be packed in a container. Please specify any preference of design and colors, and state quantity of containers desired. We shall submit an attractive proposition.*

**BROOKS BANK NOTE CO.**

Springfield, Mass.

New York

Philadelphia

Boston

# **BROOKS DISPLAY CONTAINER**

**Lithographed Folding Boxes—Labels—Window Display  
Advertising**

## Take the Public into Your Confidence

An advertiser who offers a special price should always tell the reason for the reduction. I like to illustrate that with the story of some parasols with brittle handles sold by a department store in Detroit. They were bought to sell at \$5 and were beautiful parasols, but they came back—always with broken handles. The store advertised them as \$5 parasols for \$1.98. A few were sold, but the average woman doubted she could buy a \$5 article for \$1.98. During the next few days, most of these which sold at \$1.98 came back—with broken handles. In place of selling parasols at \$5 and giving \$5 back, the store was selling them for \$1.98, and trading \$1.98 for them. The department manager went to the advertising manager with his troubles. The resulting newspaper advertisement explained that the parasols were bought to sell for \$5, were worth \$5, but because they had brittle handles, they would be sold for \$1.98, and suggested that a woman who was careful with her things could use one of them for a long time. Before 11 o'clock the next morning, all the remaining parasols were sold, and none was returned, because the customers had bought them with their eyes open.

Don't be afraid to take your customers into your confidence.—From an address by Carl Hunt, manager, Associated Advertising Clubs of the World, before an audience of business men at Savannah, Ga., on February 23.

## Cluett, Peabody & Company Earnings

Cluett, Peabody & Company, Inc., Troy, N. Y., "Arrow" collars, shirts and handkerchiefs and "Gotham" underwear, reports total sales for 1922 of \$23,656,125 as compared with \$25,714,618 in 1921; \$32,817,628 in 1920, and \$32,421,816 in 1919. Net profits are given amounting to \$2,751,441 for 1922, as compared with \$275,400 in 1921; \$1,938,292 in 1920, and \$5,153,129 in 1919. Good-will, patents, trademarks, etc., are carried on the books at a valuation of \$18,275,000.

## Business Paper Accounts with Cincinnati Agency

The Edward J. Goetz Company, radio apparatus distributor, and the Broadway Tailoring Company, both of Cincinnati, have placed their accounts with The Henry B. Flarsheim Company, advertising agency of that city. Business publications will be used.

## Joins the "Messenger of the Sacred Heart"

Alexander M. Power, recently with the sales department of Kuttroff, Pickhardt & Company, dyes and chemicals, has been appointed associate advertising manager of the *Messenger of the Sacred Heart*, New York.

## Steel Advertised as Added Sales Argument

The Youngstown Pressed Steel Company, with main offices in Warren, O., is using business-paper space to advertise pressed steel as a sales argument to manufacturers who use steel as a raw material. In a recent full page of copy this company says: "If you were a laborer—if you shoveled cement or sand out of a wheelbarrow all day, wouldn't you like a barrow with a tray that had smooth sides which didn't catch your shovel like the ordinary riveted tray does? That's exactly what the Buch Manufacturing Company of Elizabethtown, Pa. thought when they asked our engineers to redesign the trays of their wheelbarrows from a riveted to a pressed shape." Photographs of the product before and after the engineers of the company producing the raw material had helped this particular customer, are shown in the copy, and the advantages of the pressed-steel tray pointed out. The copy then points out: "Here's a case where pressed steel brought no money savings, but did bring added sales arguments for the product sold. Perhaps pressed steel can give you more talking points that will help boost sales. It will cost you nothing to have one of our engineers go into the subject with you at your convenience, but there is no time like now."

## "Petroleum World" Staff Changes

Roscoe L. Taylor, recently on the staff of the Los Angeles, Cal., *Times*, has been made manager of the copy, service and research departments of the Petroleum World Publishing Company of the same city. J. E. Jenkins, formerly advertising manager of the *Petroleum World* has been made advertising manager of the "Petroleum Yearbook." A. J. Beecher, formerly publisher of the *Pacific Export Magazine*, and A. M. Cruger, special publication representative of San Francisco, will have charge of the Los Angeles and San Francisco territories respectively of the annual.

## Accountants Plan Advertising Campaign

F. W. Stollerman and Staff, New York, certified public accountants are planning a campaign in which newspaper and direct-mail advertising will be used. This campaign will be directed by The Biow Company, advertising agency of that city.

## E. W. Clarke Joins Chicago Staff of S. C. Beckwith

E. W. Clarke, recently with the Chicago office of I. A. Klein, publishers' representative, has joined The S. C. Beckwith Special Agency at Chicago. He was at one time with the *Chicago Tribune*.

# Bed Spreads Are Named and Advertised after Thirty-two Years

The Stevens Manufacturing Company, after Selling under Jobbers' Tickets, Tells the Consumer about Its Product

By Roy Dickinson

THE advertising agent who told me at the end of last year that there was too much consideration given to the new industry as the new advertiser has several recent examples to back his judgment. The Stevens Manufacturing Company, of Fall River, Mass., is one of the recent recruits. The man referred to said, "The old established industries are the most logical advertising prospects for next year. Many such firms in several lines I know about are coming to the use of advertising. They have come to realize that advertising can insure their business and save it from costly high-spot selling. Some of them have a few big dealers in the big cities, others sell to a few big buyers who take their whole output. When they chart their sales against total and possible consumption of their goods, they see a bigger and firmer potential market and decide that advertising should be a definite part of any thorough selling policy."

There have lately been so many old-established industries which have started to use advertising in a broad way for the first time that it begins to look like a trend. The idea of quick sales building has not always been the sole motive by any means. Here is a shoe company which, satisfied with present sales, used advertising for the first time in more than thirty years to make consumers familiar with a simplified line. This firm had a real production problem to solve, a mass of useless overhead because of investment in too diversified a line to cut down, and it used advertising from this motive.

A tool concern cut out 1,300 items and concentrated on a few. It, too, used advertising to tell the final buyer of its change in

policy. Several other old established industries have come to advertising through the route of simplification of variety.

The Des Moines Hosiery Mills, founded in 1901, used advertising recently for the first time in a broad way. It had made money and sold a large volume of hosiery for years. A change in the corporate name to The Rollins Hosiery Mills, a desire to make the consumer familiar with this name and an opportunity to help its dealers led this established industry to use advertising. It came to a point in its growth where it recognized advertising as a fine form of business insurance.

Fred Butterfield & Company, eighty-five years old, used advertising for the first time to meet the needs of consumers' changed buying habits, and put its business on a foundation where seasonal changes and fashions would not be so likely to affect it adversely.

## ADVERTISING RECRUITS COMING FROM THE TEXTILE FIELD

Many of these old-fashioned industries which are so rapidly becoming new advertisers as to indicate a trend in that direction, are from the textile field. Like the Rollins company, the Stevens Manufacturing Company, of Fall River, one of the newest recruits to advertising, is an old established and successful business.

Back in 1892 it started as a jacquard woven bed spread mill with a small plant which produced 3,000 bed spreads a week. These were mostly the cheap crochet spreads with a few of the better satin spreads. As the firm grew in size it developed naturally along the lines of the textile industry. During the thirty years of the firm's growth and exist-

# CLASSIFIED ADVERTISING

is the acid test of the value of an advertising medium. Results are immediately traceable in this class of advertising. For many decades the

## **Boston Evening Transcript**

has carried more classified advertising than any other Boston paper for the days it is published, i.e., daily excepting Sunday. On the weekdays of 1922 *The Transcript* carried

## **3,116,284 Agate Lines**

of Classified Advertising, nearly double the weekday total of any other Boston paper, and nearly double the seven-day total of any paper, excepting the *Boston Globe*.

*The Transcript* maintains this commanding position in classified advertising by consistently bringing results.

## **Boston Evening Transcript.**

*National Advertising Representative*

**Charles H. Eddy Company**  
NEW YORK CHICAGO BOSTON

ence its product was sold to jobbers almost entirely under the jobbers' ticket. The name of the maker was thus unknown to the final consumer, and although the business grew to a large size, it was not growing on lines which the company believed lived up to its fullest possibilities. Its product was being bought by jobbers who put their own label on the product.

Although the mill was a long way from its final consumers, due to the complexity of distribution, it felt the demand for more production of a better quality until today the Stevens production is 30,000 spreads per week. By far the largest proportion of its looms are running on the finer and better grades, such as satin and novelty spreads. But, as the general manager said in explaining the company's decision to advertise to the consumer after this very satisfactory growth without the broad use of advertising, "In the old scheme of things the jobber could put in our line of spreads this year, and then next year for a matter of a few cents per spread put in a competing line, using the same ticket, and the consumer never knew the difference. We felt that it was necessary for us to educate the public as to whose merchandise they were using in order to protect them fully."

In this statement the general manager has explained one of the present motives which is bring-

ing more and more established industries into the ranks of national advertising. It may be, as he says, the matter of a few cents difference in price, or it may be a fire in the manufacturer's plant which cripples production, a personal fight between a jobber and a representative of the manufacturer, or any one of a multitude of causes which may arise to take from the factory its only known sales outlet. The manufacturer then finds himself in many cases left with four walls and a quantity of looms or a line of belting, a poor substitute for a growing business.

When production has always been taken by one man or a small group of men, the manufacturer is always at the mercy of this small number of individuals. Manufacturers who have prospered so far as increase and output are concerned, are coming more and more to realize that thousands of customers in all parts of the country are much

better insurance for future business than dependence upon the attitude of a few big buyers.

As in so many cases of old manufacturers starting to advertise, more immediate sales was not the main motive of the Stevens company. "When we decided on advertising," says the general manager, "it was not because we could not sell our product, as we have a world-wide distribution now, and very seldom, if ever, in the last fifteen years

**A bed is more than  
a piece of furniture**

The bed. It must be comfortable. It must be warm. But more than that, the dominant article in the room must do its part in the long daylight hours to beautify and so reflect the good taste of the owner.

Stevens Bed Spreads make the bed a thing of beauty. Their wonderful finish, their snowy whiteness, their wide variety of patterns harmonious with any decorative scheme. Or if you choose there are the pretty striped effects in blue, pink and yellow, daintily hemmed or ecologed.

Bed spread beauty is not a matter of money if you have Stevens Bed Spreads. Quality through and through, yet priced so that they are within the range of every purse. Crochet Spreads as low as \$1.75. Satin Spreads from \$1.75 up. Also bed sets with bolsters cover to match. There's a Stevens Spread for every bed.

**Stevens  
Bed Spreads**

STEVENS MANUFACTURING COMPANY, Fall River, Mass.  
Clement Whitman & Son, Inc., 254 Fourth Ave., New York City  
Johns Adams

154 - 155 - 156 - 157 - 158 - 159 - 160 - 161 - 162 - 163 - 164 - 165 - 166 - 167 - 168 - 169 - 170 - 171 - 172 - 173 - 174 - 175 - 176 - 177 - 178 - 179 - 180 - 181 - 182 - 183 - 184 - 185 - 186 - 187 - 188 - 189 - 190 - 191 - 192 - 193 - 194 - 195 - 196 - 197 - 198 - 199 - 200

HOW THE CONSUMER IS TOLD THE  
STORY IN PERIODICAL ADVERTISING



# KNOW THESE CHAPS?

Well, they're the newly appointed  
MID-WEST REPRESENTATIVES for

## THE ROTARIAN



HAROLD C. WHEELER  
(Hal)

LAYTON L. NORTHRUP  
(Pete)

You'll like these "boys." They're fine upstanding fellows,  
and "go-getters"—that's why they're representing

## THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives  
Constantine & Jackson  
7 West 16th St., New York

**CHICAGO**

Mid-West Representatives  
Wheeler & Northrup  
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 910 So. Michigan Blvd., Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to  
which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International

## *Announcing the*



## **Out-of-Doors Advertising Award of \$1000.00**

**E**VERY maker of advertisements is eternally on the alert to discover new themes, new subject matter for his messages.

One of the richest of all sources for the fresh angle in advertising is the out-of-doors.

Field and Stream, to encourage the development of the out-of-doors or sports appeal in national advertising, has established an award of \$1000 to the advertiser who in 1923 most effectively makes use of the theme in a national periodical.

The conditions of the award are:

- 1** The advertisement must feature the out-of-doors or sports appeal.
- 2** It must appear in 1923 in a national periodical.
- 3** It may feature any product either of general or special sporting use.

- 4 The judges will undertake the examination of a broad list of periodicals for the selection of effective advertisements; but to insure consideration two copies of your advertisement should be submitted to: Eltinge F. Warner, Publisher of Field and Stream, 25 West 45th Street, New York City.
- 5 The award will be made about February 1, 1924, to the firm advertising; with the recommendation, however, that the award be conferred upon the individual or individuals in the office of the agency or advertiser most responsible for the conception of the advertisement.

The judges who will pass upon the award will be:

Francis L. Wurzburg,	W. B. Ruthrauff,
Condé Nast Publications, Inc.	Ruthrauff & Ryan
W. Livingston Larned,	F. R. Feland,
The Ethridge Company,	George Batten Company
John Sullivan, Secretary,	J. D. Adams,
Ass'n of National Advertisers	The Corman Co.

Eltinge F. Warner, Publisher,  
Field and Stream

In connection with Field and Stream's campaign for the encouragement of the use of the out-of-doors theme in periodical advertising, we have published in book form a collection of advertisements that have effectively featured the out-of-doors appeal.

The album will, it is hoped, offer many a helpful suggestion to advertisers in a position to make use of the out-of-doors theme as a setting for their products. A limited number of books are available to national advertisers and their agents upon request.



has the Stevens Manufacturing Company curtailed its production at all."

The company faced the same situation faced by many other manufacturers. How was the change to be announced? Should the jobbers who put out the product under their own tickets continue to be sold on the same basis or should a complete change of sales policy follow the advertising? How would the jobber who had helped build the business over all these years feel when the change was announced?

The company solved these problems by emphasizing the fact that the business of jobbers and retailers could be built on a more permanent basis under the new plan.

The first letter of announcement to the trade was mailed on December 4, and was as follows:

GENTLEMEN:

We've been in business for more than thirty-two years—making bed spreads, both white and colored. But more than that, we've been studying the ins and outs of the business, not only from our own viewpoint, but also from yours and that of the housewife.

The consequence is that the Stevens line includes bed spreads to suit the owner of the humblest cottage—to delight the lady who resides in a mansion—a Stevens Spread for every bed.

That means that every woman who enters your store is a direct prospect for one or another of Stevens Bed Spreads.

Soon it will mean more than that, for our big national advertising campaign, announced inside this letter, will tell the Stevens story to most of your customers and prospects. These people will read about Stevens in their favorite magazines. They will see beautiful pictures of the spreads. They will want them.

To enable you to get the full benefit of this advertising, we have prepared a beautiful poster in colors for your window or inside display. We have also electrotypes for your newspaper advertising, so that you can announce to everybody that you can supply their bed spread needs.

Send now for list of free selling helps and be sure you have on hand a big and varied stock of Stevens Bed Spreads.

*Order Through Your Jobber*

Very truly yours,

STEVENS MANUFACTURING CO.

(Address all correspondence to our selling agents)

CLARENCE WHITMAN & SON, INC.

354 Fourth Ave.

New York, N. Y.



*A bed is more than  
a piece of furniture*

## Stevens Bed Spreads

Yes, Sir! Seven hours a day the bed is the dominant thing—the eye-center of the bedroom. That's why women are particular to have daytime spreads that are truly beautiful.

And that's why they choose Stevens Bed Spreads—for variety, for beauty, for practicality, for economy.

Next month Stevens national advertising starts. It will remind Mrs. Rich of Stevens Spreads for her colored bed. It will tell Mrs. Foreman of reasonably priced spreads that will bring beauty into her home.

All your customers are prospects. Tell them you are Stevens Headquarters by means of our selling helps. Now is the time. Send for list today.

STEVENS MANUFACTURING COMPANY, FALL RIVER, MASS.

Clarence Whitman & Son, Inc., New York City  
Selling Agents

NEW YORK 354 Fourth Avenue	PHILADELPHIA 121 Commerce Street	ST. LOUIS 621 Broadway Building	CHICAGO 124 West Adams Street
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*Order through  
your jobber*

BUSINESS-PAPER COPY THAT TELLS DEALERS OF THE  
CONSUMER CAMPAIGN

It is to be noted that the words "Order through your jobber" are emphasized in the letter, and that all correspondence from the retailer is to be addressed to the firm's selling agents.

This letter contained on the opposite page a reproduction of an advertisement which appeared in the trade papers in the field. This advertisement in turn announced the consumer publications which would be used by the company to familiarize the consumer with its bed spreads.

A follow-up letter to the trade enclosed the first advertisement  
(Continued on page 141)

*"I want a kitchen cabinet and I do not know which kind is best for me to buy, there are so many to select from. I have read about the Priscilla Proving Plant and wondered if you could help me."*

*From a letter on file in the office of the Modern Priscilla*

Over 600,000 women who not only "want to buy" but do buy thousands of dollars' worth of articles for home and family use every year — this is the market you reach through the advertising pages of

## **MODERN PRISCILLA**

*The Trade Paper of the Home*

*New York*

*BOSTON*

*Chicago*



Hearst's International is not like any magazine with which you are familiar. It is the one magazine that every month turns some big subject inside out, giving facts, which no well educated American can afford to miss. It takes you into the thousand fields where vast transformations are taking place. At the same time it gives a

# Hearst's International

A LIBERAL

Norman Hapgood  
Editor

Journal

variety of fiction at its very best. A magazine which leads in the world of ideas should create for itself beautiful forms in which those ideas have their ideal life. And so this magazine has been given a richness of form and color that puts its aesthetic leadership beyond question.



*International*  
EDUCATION

Richard H. Waldo  
Publisher



ERWIN, WASEY & COMPANY

*Advertising*

CHICAGO

NEW YORK

PARIS

LONDON

Because each of our men realizes that upon his work rests some part of the reputation of this whole organization, our every plan, decision and action is attended with unusual care

We have complete advertising organizations in both London and Paris, for the service of clients doing business in the United Kingdom or on the Continent



which was to run in the consumer advertising campaign. The advertising was to start, the letter announced, in two national magazines of large circulation among women, with the probability of others being added.

"Many of the readers of these magazines," said the letter, "are your best charge customers. Many will call upon you to show them the Stevens spreads. Are you prepared?"

In the consumer copy which appears in the March issues, a bed spread is advertised as the finishing touch to a room. The consumer is urged to go to the nearest store and look at the selection, and is told that every Stevens spread will have the Stevens label.

Two of the dealer helps which are designed to secure for the retailer full benefit of the firm's national advertising are featured in the consumer copy. The consumer is told to write for the free illustrated booklet, "Spreadtime Stories," which it is said the kiddies will love. At the opposite side of the copy the reader is urged to send twenty-five cents for a doll's bed spread. "Fine for Dolly's bed and a proof to you of real Stevens quality." Spreadtime Stories is a fairy tale, illustrated and designed for a mother to read aloud to her children. Although it is written to interest little folks, it also brings in the Stevens sales points in such a way that it creates in the older people a desire to see the spreads.

#### INTRODUCED IN MINIATURE

This dealer help, advertised to the consumer, is made up for the dealer either to pass out across his counter or to enclose with his bills to his list of charge customers. It is imprinted with the dealer's name. The miniature product, the doll's bed spread, also advertised to the consumer, is 16x22 inches in size and is furnished in either blue or pink. It retails at the dealer's counter for twenty-five cents and acts as an introduction for its larger brother. It is of the same quality as the big spread and serves both as a sam-

ple and as an effective way to win the mother's heart through the little girl who wants it for her dolly's bed.

Many a manufacturer who would like to tell final consumers where he is, what he makes, and why he thinks they would like it is afraid that his present channels of distribution will resent any such move. He holds back from taking the big step because some one jobber, perhaps, has told him that he would not like it.

Like Margerison & Company, which decided to trade-mark and advertise a Turkish towel, previously sold without the trade-mark, the Stevens company decided to let the change come naturally. The makers of Martex towels, it will be remembered, realized that unanimous approval for its changed policy could not be secured. The sales policy, therefore, suggested no attempt to force the brand down the throats of the large distributors. When one of them expressed unwillingness to handle towels with the new trade-mark, he was cheerfully furnished the unbranded ones just as if there were no determination to put through the contemplated advertising campaign on Martex. Dealers were given to understand that their decision would in no way affect the advertising policy of the house, but there was no forcing attempted.

The Stevens company is going right ahead on its campaign to the consumer, but allowing any jobber to buy his goods under his own ticket, just as he has done before, if he so desires. But, the general manager tells PRINTERS' INK, the company feels that the new plan is better for all concerned in the transaction—manufacturer, jobber and consumer. As he says, "We feel that if our plan of advertising is properly presented to our jobber friends by our salesmen, we shall run into no opposition, as we are attempting to help them sell our spreads rather than hinder them."

This sort of policy worked well in the case of Martex. Many of the company's largest distributors,

who at first had objected, later added a stock of the trade-marked towels when their customers expressed interest. Some customers even asked that the label be attached in addition to their own private brands. The letters of announcement to the trade sent out by the Stevens company, the tone of its copy and the frame of mind in which the company is approaching this important problem indicates that it has adopted the sort of tactful sales policy that experience has shown to be worthwhile. It is of course the logical policy in such a change in selling methods.

Yet I heard of the president of a company facing a similar problem recently, who spoiled a perfectly good advertising and sales campaign by a letter to friendly jobbers, which sounded like general orders from a Prussian general to the inhabitants of a Belgian town. With many companies considering the advisability of a change in selling methods such as the Stevens company is starting, this fact is a good one to remember. Tact in the sales policy is an attribute that pays dividends year in and year out.

### Buffalo Advertisers to Advertise Debating Team

Something new in municipal advertising is the coming trip of the debating team of Canisius High School of Buffalo to fourteen principal cities of the United States debating the proposition: "Resolved—that Buffalo's Advantages for Development Are Unexcelled." The debaters will travel as far as the Pacific coast. Seven students will form the team.

Newspaper advertising to run in the various cities at the time of the visit of the Buffalo debating team is planned, Buffalo advertisers taking space to back up the statements of the Canisius debaters.

This is the third intersectional debating tour to be undertaken by Canisius high school, although not until this year has the trip been undertaken with the object of advertising the city.

### Canada to Advertise Beef Cattle Industry

The Department of Agriculture at Ottawa, Canada, plans to advertise the beef cattle industry. Agricultural papers of Canada will be used. The advertising will be directed by R. C. Smith & Son, Limited, of Toronto.

### Cattle Breeders to Suppress Advertising Rivalry

Destructive rivalry in advertising and promotion work by the various dairy cattle breeding associations is to be suppressed and a co-operative effort is to be made by the associations to develop the dairy industry and particularly the purebred dairy cattle business. Twenty representatives of the associations interested in the Ayrshire, Brown Swiss, Guernsey, Holstein-Friesian and Jersey breeds of dairy cattle recently met at Washington, D. C., and agreed upon a tentative program and to work for ratification of later recommendations by the various groups represented.

Resolutions adopted called attention to the need for means of causing a wider distribution of purebred cattle; rules governing sales of purebred cattle; the recognition in counties and States of superior sires; means of lowering the cost of recording animals in herd books; means of showing cattle at fairs in a more educational way, and other subjects concerning the conduct of breed associations and the furthering of the interests of purebred dairy cattle.

### Parfumerie Rigaud to Advertise New Product

"Mi Nena" is the name of a new product which will be advertised in a newspaper campaign by Parfumerie Rigaud, of Paris, manufacturer of "Mary Garden" toilet preparations. "Mi Nena" will be distributed by Geo. Borgfeldt & Company, New York. The advertising will be handled by the Federal Advertising Agency, of New York.

### Business Paper Campaign for Electric Switches

The Hart & Hegeman Mfg. Company, Hartford, Conn., manufacturer of electric switches and wiring devices, will start an advertising campaign in business publications beginning with the March issues.

The company has appointed Norris L. Bull, of Hartford, as advertising counsel.

### Death of Oscar W. Brady

Oscar W. Brady, editor and publisher, died at Chicago last week. Together with his brother, Albert B. Brady, he founded the Davenport, Ia., *Times*. Mr. Brady joined *McClure's Magazine* in 1896 as business manager, a position which he held for twenty years. He was 63 years of age.

### Lloyd Willoughby with "Industry Illustrated"

Lloyd Willoughby, formerly with the Chicago *Herald-Examiner*, is now with The Engineering Magazine Company of New York representing *Industry Illustrated* in the North Central States.

# Unshackling your catalog *from its ball and chain*

**T**OO much weight in your catalog is a great disadvantage.

Uncle Sam penalizes it. He demands more postage. *He* makes you pay for it.

Your salesman detests extra weight. When he starts out in the morning he grumbles at it. By the end of the day he curses it. At the end of a week he is ready to tear out as many pages as he dares. *He* makes you pay for extra weight.

Does your prospect like weight? Not by a jugful. His wrist aches in protest. He isn't so anxious to look in your book after all. Where he might have a dozen occasions to use it he refers to it but once. You may get one order instead of twelve. *He* makes you pay for the extra weight.

When the time comes to re-print your catalog, strike from it the shackling ball and chain of extra weight.

If there is no reason why it must be printed on thick, bulky, heavy paper, there are excellent reasons for throwing off the incubus of additional ounces.

Warren's Thintext is a thin, strong paper. It is astonishingly light in weight, and practically opaque. Type and halftones not over 120-line screen print well on it.

A book one inch thick printed on Warren's Thintext contains 1184 pages. Not only is this paper compact, but it is proportionately light in weight.

If your catalog is to be mailed—or if it must be carried by salesmen—or if it must be held in the hand of your prospect for some time—you can make it much more profitable by printing it on Warren's Thintext.



S. D. WARREN COMPANY, BOSTON, MASS.

# WARREN'S

STANDARD PRINTING PAPERS

# The Small-Town Advertiser Studied in His Native Haunts

Washington, Iowa, a Typical Iowa County Seat Town, Furnishes the Examples

By R. E. Shannon

Business Manager, Washington, Iowa, *Evening Journal*

I HAVE had a wonderful opportunity to study the small-town retailer at close range. I have followed him into his native haunts, so to speak. In fact, I have haunted him myself for ten long years, preaching the gospel of more and better newspaper advertising—especially more.

My observation leads me to believe that there isn't a finer lot of men in the world than the small-town retailers. But when it comes to advertising, their methods range from the fellow who doesn't believe in advertising at all, to the merchant who spends great gobs of perfectly good United States money with the idea that to be successful one must advertise, whether it pays or not.

## SMALL-TOWN ADVERTISING IS HAPHAZARD

A large per cent of small-town advertising is done on the spur of the moment—spasmodically, haphazardly, procrastinatingly—if there are such words. The advertising solicitor drops into the store at about 9 or 10 o'clock in the morning and finds the merchant busy reading his morning mail. When he sees the solicitor, he looks startled. After years of training, he has that startled look down to perfection. Then he proceeds to tell the patient solicitor that old, old story about just being so busy with other things that he hasn't had a solitary chance to write that ad.

So, if you are a gentlemanly sort of solicitor, you wait on him. You watch him quietly while he hurriedly tears off a piece of wrapping paper from the counter and proceeds to write.

From an address before the St. Louis Move-More-Merchandise Conference.

Now, if you could follow his mental processes under these conditions, the chances are that you would find that there are just about three things that are uppermost in his mind while he prepares that advertisement:

1. He wants to get the blamed thing off his hands so he can get to work.
2. He wants to show that confounded competitor of his that he can sell his goods just as cheap as anybody.
3. He wants to show the general public that he is something of a literary genius—that he can write some real stuff when he takes the notion.

Those are the motives that inspire a very large amount of small-town retail advertising copy. Oh, why, oh, why is it, that so many small-town merchants, instead of using in their advertising just plain, common-sense sales talks—the kind they use across the counter—immediately begin to think of something pretty to say when they sit down to write their advertisements? That question always has been a mystery to me.

We have some peculiar types in Washington. For example, we have one merchant—that is, the telephone directory lists him as a merchant—who comes over to the *Journal* office on the tenth of each December and asks to see our files. He then turns back to the tenth of December of the previous year, finds a half-page Christmas ad that carries his signature. On this he makes a few price changes, perhaps, and then orders us to run it twice! After that annual advertising debauch he sleeps contentedly for another year.

## another chapter!

—please read it all

**Y**OU'VE been told how The Detroit *Evening Times* grew from 26,000 to more than 175,000 in fifteen months—and how Detroit has come to look upon this newspaper as an institution to be proud of. Now hold on to your chair and take this—

\* \* \*

The *Sunday Detroit Times* is less than seven months old—and its circulation is more than 190,000. Already it has passed a Sunday competitor that has been in business more than a generation, and it is within hailing distance of the other.

\* \* \*

Last month 92 national contracts were signed by leading advertisers who began immediate use of the space. Some others were sent in, too—but we sent them back—we don't care to carry everything that is offered.

The next mile post is 200,000 for the Sunday (in how long? figure it yourself!) and Lord knows how much for the daily. Rates 33c a line *now*—but too cheap to last long! "It's a market."

CLARENCE R. LINDNER,  
General Manager



## Rand McNally Map Systems *Keep you in touch!*

**T**HINK what it would mean to you to be in closer touch with all stages in the distribution and sales of your products! How often would your decisions in the present and your appraisal of the future be different—if you had in graphic form accurate information on these matters?

And you can have it—by using a RAND McNALLY Map System. You can check the routing of salesmen and the results of their calls. You can indicate the location and number of jobbers and retailers, prospects and undeveloped territory. You can record the results of advertising campaigns and the circulation of dealer helps. And these are but some of the uses!

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A RAND McNALLY Map System makes management more efficient. It cuts out expensive and time-consuming detail. It shows at a glance the desired information. A clerk can keep it up to the minute—it's that simple. It is inexpensive in initial cost and in cost of operation.

Each RAND McNALLY Map System is planned for the particular job it has to do. It is installed only after study of your requirements by our business map specialists. There is no obligation and no charge for this service.

Perhaps your business demands only a desk system, perhaps a complete wall system—or a combination of the two. We are ready to devise for you the map system that meets your needs exactly.

## RAND McNALLY & COMPANY

### Map Headquarters

Dept. P-14

536 S. Clark Street, Chicago

42 E. 22nd Street, New York

Branches: New York . . Philadelphia . . Washington . . Boston . . Buffalo  
Pittsburgh . . Cleveland . . Detroit . . St. Louis . . San Francisco . . Los Angeles

Write for "*The World At Your  
Finger Tips*"

This RAND McNALLY booklet explains in detail many different map systems which have been installed to meet specific requirements in some of the country's leading concerns in many different lines. "*The World At Your Finger Tips*" is full of suggestions which will be valuable in your own affairs. Write for it on your letterhead. It is free.





## It stands out from all the other mail

A circular or other direct mailing, if printed on a stock of some good color, is conspicuous yet in good taste.

The many attractive colors in which Hammermill Cover is made make it possible to get up folders, broadsides, envelope stuffers, or self-covers that arrest attention. This stock is firm and has a pleasing feel. Its clean surface prints illustrations nicely.

Your printer will tell you how inexpensive Hammermill Cover is. He will also show you samples of it. Or you may write direct to Hammermill Paper Company, Erie, Pa., for a demonstration portfolio of Hammermill Cover in all colors.

*As Standard as Hammermill Bond*

# HAMMERMILL COVER

**Single and Double Thick**

*For booklets, folders, broadsides, catalogs,  
and all direct-by-mail advertising*



# How Retailers Have Advertised Co-operatively

A List of Articles Describing Group Campaigns by Local Merchants

THE NATIONAL RETAIL HARDWARE  
ASSOCIATION  
ARGOS, IND.

Editor of *PRINTERS' INK*:

Have you in the past five or six years published any articles relative to stores in the same line carrying on co-operative advertising campaigns?

THE NATIONAL RETAIL HARDWARE ASSN.,  
PERRY F. NICHOLS,

Manager, Sales Promotion Service.

THE co-operative retail advertising campaign is a development of the last few years. A number of conditions practically forced merchants in cities throughout the country to get together for their mutual benefit and protection. The mail-order house was one cause; the chain store syndicates another. In fact the chain stores were the most important contributing factor. As a result, there is scarcely a large city in which some group of retail merchants is not conducting co-operative campaigns. The advertising ranges all the way from that of an association of local grocers to that of upstairs men's furnishing stores.

The movement is gathering force and there is every likelihood that not only will the plan continue in operation, but, furthermore, there is every indication that it is to be increasingly popular. For those who are interested in a study of the beginning of the movement and an understanding of what has already been done, a reading of the following articles is recommended.—[Ed. *PRINTERS' INK*.

(*Printers' Ink Monthly*)

When Competitors Join Hands to Advertise (The great variety of retail co-operative advertising that has been done); October, 1922; page 22.

(*PRINTERS' INK*)

Clubs and Merchants Advertise a Football Game; January 11, 1923; page 182.

Twenty-one Local Industries Co-operate to Advertise a Football Game (Montgomery, Ala., merchants); December 21, 1922; page 110.

Advertising Washes Away a Street's Sordid Past (Merchants of Main Street, Los Angeles); December 14, 1922; page 177.

Plain Talk about Sentiment from the New York Florists (Allied Florists Association of New York); November 9, 1922; page 12.

Lumber Dealers Accidentally Discover Advertising (Chicago Retail Lumber Dealers Association); October 5, 1922; page 42.

Teaching Economy in Meat Buying by Advertising (Cleveland meat dealers spread knowledge of price and palatability of cheaper cuts); September 21, 1922; page 64.

A Municipal Market That Advertises (Indianapolis Market Association); August 24, 1922; page 76.

Wagon Coffee Sellers Join in Advertising; August 3, 1922; page 117.

Sidetracks Price-Cutting Talk to Clear the Sales Road (Electric Vehicle Bureau of Chicago); May 11, 1922; page 33.

Bread-and-Milk Has a Week (Bakers and dairymen in seventy-nine cities unite in campaign); May 4, 1922; page 129.

Co-operative Advertising Speeds Up Optical Sales (Shur-On Optical Co. helps dealers by teaching them to pull together); April 6, 1922; page 107.

Bigger Business from Co-operation in Buying and Advertising (Grocers in an Ohio city increase sales 20 per cent each year); January 12, 1922; page 77.

Automobile Dealers Sponsor a "Safety First" Campaign (Indianapolis dealers use advertising to prevent automobile accidents); December 29, 1921; page 101.

National Merchant Tailor Committee Calls for Action (Merchant Tailors Service Bureau); December 15, 1921; page 112.

Wholesaler and Plumbers Advertise Co-operatively; December 1, 1921; page 158.

California Campaign to Spread Lower Price Idea (In Fresno, seventy-five merchants carry on campaign); December 1, 1921; page 33.

Uncovering Scavenger Competition (Four Chattanooga dairies advertise to public regarding stolen milk bottles used by other companies); November 17, 1921; page 161.

Advertise a Shopping District Co-operatively (East Washington Street merchants in Indianapolis use newspaper advertising); November 3, 1921; page 81.

How Custom Tailors May Advertise Co-operatively (In Buffalo, N. Y., twenty-eight custom tailors show the way); October 20, 1921; page 81.

Garage Owners Ring Cash Register with Co-operative Advertising (Garage owners in Paducah engage in a co-operative newspaper advertising campaign); October 13, 1921; page 41.

Retailers Induce Manufacturers to Advertise Co-operatively (A number of grocers in Atlanta, Ga., show ability to

think straight on advertising); October 6, 1921; page 41.

Coal Dealers Bureau Gains Good-Will by Advertising (Indianapolis dealers show public they want to play fair in every possible way); September 22, 1921; page 133.

Co-operative Advertising in the Electrical Industry; September 15, 1921; page 85.

Getting the People Upstairs to Buy; September 15, 1921; page 108.

Advertising Creates Responsibility in Lighting Fixture Business (In Cleveland fifteen dealers forced by labor strike form association and advertise); September 8, 1921; page 17.

Visualizing the 1921 Dollar (Forty-nine stores in Burlington, Ia., combine to sell prices); September 1, 1921; page 101.

Florists Adopt Advertising Plan (Society of American Florists and Ornamental Horticulturists); August 25, 1921; page 119.

"Bridge the Bay" Advertising Sets San Francisco by the Ears (Motor Car Dealers Association of San Francisco); July 21, 1921; page 57.

Washington Independent Grocers Advertise (The District Grocery Society); May 19, 1921; page 157.

Advertising to Develop a New Business Street (Merchants of Connecticut Avenue, Washington, D. C.); March 10, 1921; page 69.

Advertise to Overcome Prejudice against Department Store Employment (New York department stores unite in campaign); February 24, 1921; page 118.

Developing Dealer Co-operation from the Dealer's Side (Baltimore dealers participate in co-operative advertising campaign to sell Victor phonographs); January 6, 1921; page 41.

Advertise Big Reward in Effort to Stop Crime Wave (Jewelers Security League); December 23, 1920; page 114.

Optical Dealers Unite in Service Organization (National Optical Service Corporation merchandise eyeglass insurance); December 2, 1920; page 80.

Co-operative Real Estate Advertising in Indianapolis (Indianapolis Real Estate Board); November 25, 1920; page 120.

Pacific Coast Tailors Unite in Good-Will Campaign (Pacific Coast Merchant Tailors Association); November 18, 1920; page 132.

Baker Campaign Convinces Women Bread Is Cheap (Tacoma Association of the Baking Industry); July 8, 1920; page 113.

Tailors' Exchange Advertises to Refute Profiteering Charge (Merchant Tailors' Exchange of Philadelphia); June 3, 1920; page 152.

Changing Prejudice to Good-Will (Boston Laundries); June 3, 1920; page 97.

Giving the Consumer a Voice in Price Determination (Pittsburgh Milk Dealers); June 3, 1920; page 73.

Anti-Chain Advertising Must Reach Fundamentals (How the retailers can combat the chains); May 13, 1920; page 145.

Fur Industry Recruits Apprentices by Advertising (Philadelphia furriers); April 29, 1920; page 52.

# The KNIT GOODS GROUP

*Knitted Fabrics  
& Apparel*

*The  
Underwear & Hosiery  
Review*

*Sweater News  
and  
Knitted Outerwear*

**The Journals of the Knit Goods Trade**

*Published monthly  
by*

**THE KNIT GOODS PUBLISHING CORPORATION**

321 Broadway, New York, N. Y.

# Experienced Exporters

use the AMERICAN EXPORTER to carry their messages to buyers abroad.

This list includes some of the representative companies that placed advertising contracts last month for continuous space in the world's largest export journal.

**American Pin Co.**  
New York

**A. P. W. Paper Co.**  
Albany, N. Y.

**Canfield Oil Co.**  
Cleveland, Ohio

**Diamond State Fibre Co.**  
Bridgeport, Pa.

**Doubleday-Hill Elec. Co.**  
Pittsburgh, Pa.

**Dunn Mfg. Co.**  
Oxnard, Cal.

**Federal Motor Truck Co.**  
Detroit, Mich.

**W. P. Fuller & Co.**  
San Francisco, Cal.

**Gardner Motor Co., Inc.**  
St. Louis, Mo.

**Milliken Bros. Mfg. Co.**  
New York City

**Perkins-Campbell Co.**  
Cincinnati, Ohio

**Star Mfg. Co.**  
Carpentersville, Ill.

**Statler Hotels**  
Buffalo, N. Y.

**Western Machinery Co.**  
Los Angeles, Cal.

**The Willsea Works**  
Rochester, N. Y.

Are you, too, seeking export orders?

## AMERICAN EXPORTER

The World's Largest Export Journal—Now in Its Forty-sixth Year  
370 SEVENTH AVENUE NEW YORK

If the appearance of your booklet, folder or broadside attracts the eye, your proposition stands a 100% better chance of being considered.

Some of the keenest minds are getting Direct Advertising Results from the Impressive Effects they get from Empire Bond. Let us show you!

The Second Series of "The Printer - The Bond - The Ad", showing some 1923 Direct Mail Ideas is yours for the asking - on your letter head.

Carew Manufacturing Co.  
makers of Empire Bond  
South Hadley Falls, Mass.

Boston Optical Interests Conduct Co-operative Campaign; April 1, 1920; page 144.

Philadelphia Laundry Men Advertise for the Rest of the Wash (Philadelphia Laundry Owners' Exchange); March 11, 1920; page 157.

Retail Stores Join to Conduct Community Market Place (200 establishments now occupy old Siegel-Cooper Building in Chicago); February 19, 1920; page 148.

Advertising to Flag the Shoplifter (Stores' Mutual Protective Association, Inc., New York City); December 25, 1919; page 45.

Small-Town Advertisers Combine for Co-operative Style Show (Dealers in Wichita Falls, Tex.); December 11, 1919; page 104.

Altoona Merchants Advertise Co-operatively; November 6, 1919; page 103.  
"Not Profiteers," Say Atlanta Grocers and Butchers; September 11, 1919; page 196.

Mid-Winter Selling and Advertising Campaign for Books (American Book Sellers Association); January 1, 1920; page 28.

Bakers Use Same Plan to Sell Bread (Eighty-three bakers advertise one brand of bread); January 1, 1920; page 106.

Stores Unite to Combat Chains by Advertising (Southern California Retail Grocers' Association); June 26, 1919; page 123.

Retail Lumber Dealers' Campaign to Stimulate Building (Chicago Retail Lumber Dealers Association); May 29, 1919; page 81.

Kansas City, Kan., Seeks Trade from Across the River; April 17, 1919; page 128.

Custom Tailors' Association Plans \$250,000 Campaign (Merchant Tailors Designers Association); February 13, 1919; page 51.

Cleveland Heating Engineers Combine in Co-operative Advertising Campaign; September 26, 1918; page 25.

Stores Protest Anti-Christmas Trade Campaign (Retail Dry Goods Association); August 1, 1918; page 28.

War Reveals Large Neglected Markets (Co-operative plumbing campaigns); July 25, 1918; page 92.

Four Stores Join in Mail-Order Advertising; July 4, 1918; page 51.

Draft Forces Laundries to Seek Larger Market (Indianapolis Laundry Owners Club, Ind.); May 2, 1918; page 28.

So Exclusive It Hurt, Charles Street, Baltimore Advertisers; February 28, 1918; page 39.

Curtailment of Retail Service Advertised in 300 Co-operative Campaigns; November 29, 1917; page 50.

Philadelphia Jobbers and Retailers to Meet Chain-Store Methods; October 23, 1917; page 37.

This Advertising Wins Official Approval (Coal dealers in Milwaukee and Chicago); August 23, 1917; page 99.

Photographers to Use Joint Advertising Material (Photographers Association of America); June 14, 1917; page 74.

Local Florists Start National Co-operative Campaign (Chicago Florists Club, Chicago, Ill.); May 24, 1917; page 115.

Campaign to Sell Walnut Street, Philadelphia; May 10, 1917; page 102.

Toronto Grocers Adopt Private Brand to Fight Price Cutting; November 30, 1916; page 42.

Isolated Street Advertisers for Shoppers (Merchants on Division Street, New York); November 16, 1916; page 50.  
Springfield Merchants Advertise to Stop "Returned Goods" Evil; April 27, 1916; page 106.

Latest Use of Advertising to Save Fifth Avenue; March 9, 1916; page 76.

Co-operative Campaign to Remove Popular Prejudice (The Chicago Butter and Egg Board); October 29, 1914; page 86.

Kansas Dealers Fight Pure Food Law; April 23, 1914; page 20.

Educating the Public to Dry-Cleaning; March 4, 1915; page 40.

## How Pratt & Lambert Tell Their Advertising Story

Pratt & Lambert, Inc., varnish manufacturers of Buffalo, will soon distribute their spring advertising portfolio which will illustrate, in addition to the general magazine campaign, a farm-paper campaign, new window display material, dealer helps, newspaper advertising for dealer tie-up with national advertising, direct-mail campaign and advertising to run in architectural papers.

An original painting is used for the cover of this portfolio. It tells a story. The owner of a seedy-looking old-time paint store is sitting at his littered desk indulging in a day dream in which he pictures himself the proprietor of an up-to-date, classy looking store. The title on the cover is: "What Does the Future Hold in Store for You?"

## G. B. Gallup with Home Owner's Institute

George Brewster Gallup has been made sales promotion manager of the Home Owner's Service Institute, Inc., New York. For ten years Mr. Gallup had been New England representative of *Cosmopolitan* and more recently he was with the advertising department of the *New York Tribune*.

## Goodyear Tire and Rubber Earnings

The Goodyear Tire & Rubber Company, Akron, O., reports net earnings for 1922, after deduction of interest and other charges, of \$4,388,499; and net sales, exclusive of those by subsidiary companies, of \$102,904,177 in 1922, as compared with \$94,328,803 in 1921.

## Bond House Account for Albert Frank & Co.

Paul C. Dodge & Company, Chicago and Milwaukee bond house, has placed its advertising with the Chicago office of Albert Frank & Company, New York advertising agency.

### Pennsylvania Newspapers Would Bar Free Publicity

The Pennsylvania Weekly Newspaper Association in convention at Harrisburg, Pa., adopted resolutions urging its members not to give free publicity to corporations or others seeking to have such publicity published in the form of news. The association took the stand that such matter should come under the head of advertising and should be published as such. The following officers were elected: President, C. B. Spatz; vice-president, C. M. Meredith, and secretary-treasurer, Howard Reynolds.

### Rose-Martin, Inc., Staff Appointments

Sewell P. Moore has been made account executive of Rose-Martin, Inc., New York advertising agency. Beatrice E. Kapin, formerly assistant, has been appointed space buyer. Roger N. Joslyn, formerly assistant, has been made production manager. George Norton Witt has joined the copy staff.

### Eugene E. Morton Joins Maxwell, McLaughlin & Co.

Eugene E. Morton has joined Maxwell, McLaughlin & Company, Chicago advertising agency, as account executive. He was formerly with the David C. Thomas Company also of Chicago.

### Chicago Bluing Firm Changes Name

The name of the Condensed Bluing Company, Chicago, manufacturer of "Little Boy Blue" bluing and "Little Bo-Peep" ammonia has been changed to the John Puhl Products Company. The change was made, the company tells PRINTERS' INK, in recognition of Mr. Puhl's fifty years of activity in the grocery trade. The John Puhl Products Company is contemplating an extensive campaign in newspapers in the Middle West to be placed by the Brandt Advertising Company, Chicago.

### New Account for New Orleans Agency

The Colossus Company, Shreveport, La., manufacturer of metallic rod packings and distributors of power specialties, has placed its advertising account with the New Orleans office of the Chambers Agency, Inc. National magazines and business papers will be used.

### Persons-Leeb, Inc., Becomes Hubert C. Persons, Inc.

Hubert C. Persons has acquired the interest of M. H. Leeb in Persons-Leeb, Inc., Cleveland advertising agency, of which Mr. Leeb was vice-president. The name of the agency has been changed to Hubert C. Persons, Inc.



## STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

*Layouts, designs, and Illustrations for every purpose in every practical technique.*

WRITE US FOR SAMPLES OR  
BETTER STILL ASK US TO CALL



It's the willingness to assume responsibility which marks the measure of a man—or an organization. In advertising, as in any other phase of business, if success is to be the reward of effort, the mind that conceives the plan must also direct its execution.

Since 1907, in increasing degree, this organization has emphasized the wisdom of combining the duties of solicitation and execution in the same individuals. That policy may mean fewer accounts—but it unquestionably means better service to our clients.

An account coming into this office is more than merely "grist for the mill." So long as it remains in our hands—and ten of our accounts have been with us seven years or more—the account is the personal concern of the man who originally secured it. His is the responsibility and his the opportunity to make good the promises he gave when he solicited the business. Behind him, at his disposal—and yours—stand the combined experience and services of the entire personnel of the office.

Our booklet "—then go ahead" sketches our experience and our method of applying it to the problems of our clients. Manufacturers "in New England" have found it interesting. A copy will be mailed on request.

## WALTER B. SNOW AND STAFF

### Advertising

Charter Member of American Association of Advertising Agencies

60 HIGH  
STREET



BOSTON  
MASS.

5072

**GREATER SALES**  
*from*  
**EXISTING SALES FORCES**

**C**REATE more leads, and your salesmen produce more business. Create inquiries and your salesmen will produce orders. The spur of achievement lies in the invitation to call.

Correlate your oral selling effort with printed selling effort, a force that relatively few manufacturers fully utilize.

We invite correspondence from those who are interested in the use of this double-barreled principle. Our organization has had many years' experience in the complete production of direct-mail campaigns.



**Rogers & Company**

*Producers of Planned Printing*

20th and Calumet  
Chicago

8th Ave. at 34th St.  
New York



# A Mistake to Broadcast Advertising by Radio

Radio Industry Itself Opposes Use of Air for Advertising

"AT its new station atop the Walker Street telephone building, the American Telephone and Telegraph Company has the latest apparatus, and a plan for broadcasting advertising to all radio fans—of selling time to soaps, home builders, razor blades, cocoa, hair tonics, and politicians, at so much an hour."

This quoted paragraph appeared in the New York Times in a radio news story, which it ran in a recent Sunday issue.

It is to be hoped that the New York Times is in error, for the time is not quite here for conserving the air for advertising. The one million set owners haven't paid out money for radio for the purpose of listening to reasons why this or that product should be purchased.

Air advertising, meaning the use of the air for advertising purposes, will develop, but this is not the time and New York City is not the place for any experiment, and though the Times carried this item it is hardly likely that the air advertising plans are really consummated.

It is doubtful whether the Government will allocate any especial time for the use of broadcasting stations established to create a new style of publicity—at this time.

The radio industry itself, the makers of sets as well as parts, and the wholesalers as well as retailers, are opposed to the use of the air for advertising purposes.

Possibly when every home has its radio set broadcasting will be handled in other fashion than at present, but as most of the present air entertainment is of the gratis type it hardly is fitting for any commercial proposition to interfere with the pleasure of millions of people.

Radio will suffer a severe set-

back if direct advertising is broadcasted. There is no need for the sale of air rights and it is a matter of regret to most of those who realize that the radio art is in its infancy to learn that the commercial minds of the community are already prepared to take advantage of a condition developed for them—not by them.

It is unfair to the industry—to every person in radio today and unfair to the American public, which supports radio, to talk of employing any part of the day for air advertising.

The Government can have no legal or moral right to permit the monopolistic use of the air for direct advertising.

The establishment of air concessions, for the sale of advertising, will—at its start—develop the natural resentment of the listeners-in; then will come opposition from many public sources and the broadcasting stations themselves can expect interference from the thousands of amateurs who are licensed to send messages.

Trouble is bound to develop, not only for the broadcasting station but for the trade itself.

If the men who entertain the hope of broadcasting general advertising are in any manner justified in their ambition; if their desire is based upon service; if they have logical reasons to advance for desiring to monopolize the air—why don't they tell us about it?

## Cleveland Stock Yards Advertise

The Cleveland Union Stock Yards are using newspapers and farm papers of the Middle West to interest prospective shippers in their market. Routes have been established, not passing through Chicago, to expedite live-stock shipments from points as far west as Iowa. The account is handled by the Cleveland office of the H. K. McCann Company, advertising agency.

Reprinted from *The Radio Dealer*.

### J. V. Iverson to Direct "Monogram" Oil Sales

J. V. Iverson has been appointed vice-president and general sales manager of the New York Lubricating Oil Company, "Monogram" oils and greases, of New York. He had been Eastern sales manager and is succeeded in that position by William T. McHugh. Mr. McHugh who was formerly president of the Stamford Oil Company, Stamford, Conn., will make his headquarters at New York.

The company is planning an advertising and sales campaign to extend the distribution of its "Monogram" oils and greases. This campaign will begin immediately and will be directed by Street & Finney, New York advertising agency.

### "Maytag" Account for McClure Agency

The Maytag Company, Newton, Ia., manufacturer of "Maytag" washing machines, has placed its advertising account with The O. J. McClure Advertising Agency, Chicago.

### With New Orleans Agency

Leonard E. Frensen, formerly of Libby, McNeill & Libby, Inc., has joined the staff of Bauerlein, Incorporated, New Orleans advertising agency, as account executive.

### Missouri Publishers to Form Advertising Bureau

At the annual winter meeting of the Missouri Press Association, held at St. Louis, which was reported in *PRINTERS' INK* last week, members endorsed plans for the formation of an advertising bureau.

More than 200 publishers of newspapers in Missouri have agreed to list themselves with the bureau in order that standard rates may be made.

In addition to these advertising plans, the association has resumed the co-operative buying of newsprint which is done for the convenience of publishers in the smaller centres.

### Oregon Plans to Advertise Itself

The Portland, Ore., Chamber of Commerce has undertaken to raise \$300,000 for Oregon advertising and development. One-third of the amount was subscribed the initial day of the drive. The fund is to be spent to attract tourists to the state.

### Advanced by Denver Agency

Charles W. Hahn, formerly of the copy department of the Condon Advertising Agency, Denver, Col., has been appointed production manager.



# W.S. HILL Company

## Complete ADVERTISING Service

<i>Research</i> <i>Merchandising Plans</i> <i>Magazines</i> <i>Newspapers</i> <i>Painted Bulletins</i>	<i>Posters</i> <i>Trade Paper Copy</i> <i>Window and Store Display</i> <i>Trade Mailing</i> <i>House Organs</i>
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**8 West 40th St.**  
**NEW YORK**

**Vandergrift Bldg**  
**PITTSBURGH**

**"FIRST BY MERIT"**  
 — in Service to Readers  
 — in Results to Advertisers

**During the Year of 1922**

THE PEORIA JOURNAL  
 and  
 The Peoria Transcript

**made the greatest strides  
 in their History — — —**

**18<sup>3</sup>/<sub>4</sub>% Gain  
 in Circulation!**

— Verified by Audit Bureau of Circulations

*For Complete Data on the Peoria Market Call or Write*

**Advertising Manager, Peoria Journal-Transcript, Peoria, Illinois**

**CHAS. H. EDDY CO. — CHICAGO — NEW YORK — BOSTON**  
*National Representatives*



**"The First Paper in**

**PEORIA**

**"The Second City in Illinois"**

# Leader in Rotogravure Advertising

In 1922 The New York Times published 852,148 agate lines of rotogravure advertising, 147,607 lines more than in 1921 and an excess over the next New York newspaper of 299,782 lines. The gain of The Times was nearly 42 per cent. of the gain of all the graphic sections.

	1922	1921	GAIN
	AGATE	AGATE	AGATE
	LINES	LINES	LINES
THE NEW YORK TIMES	852,148	704,542	147,606
Second newspaper . .	552,366	497,052	55,314
Third Newspaper . . .	321,198	255,578	65,620
Fourth newspaper . .	318,544	233,014	85,530

The New York Times is read in 8,000 cities, towns and villages of the United States by the largest group of intelligent, discriminating and responsive persons ever assembled by a newspaper. Its weekday circulation is 350,000 copies and on Sunday the sales greatly exceed 550,000.

## A Railroad Co-operates in Advertis- ing a State

UNDER the direction of Charles S. Fee, passenger traffic manager, the Southern Pacific Company, with offices at San Francisco, has just concluded a newspaper advertising campaign having as its basis the selling of California to Californians, they in turn to sell the State to their Eastern friends. Three separate advertisements appeared. They were inserted in all the daily and weekly newspapers of the State with the exception of San Francisco, Oakland and Los Angeles dailies. Full-page space was used in the daily newspapers and half-pages in the weeklies. In revised form, similar copy was inserted in the agricultural publications of California. The copy emphasized California's natural resources, its agriculture and manufacturing records and accomplishments.

Each piece of copy contained a coupon to be mailed to the Southern Pacific Co. The coupon requested that Californians forward the railroad the names and addresses of Easterners who might possibly be induced to settle in the West. To the names submitted in this manner, the railroad agreed to mail a series of advertisements together with booklets prepared by the Californians, Inc., the All-Year Club of Southern California and the San Diego-California Club. Also literature concerning the particular community in which the individual who submitted the names was located.

To date 2,750 Californians have submitted 16,390 names. Additional names are being received daily.

Each list of names submitted is forwarded to the three California Associations previously mentioned and they in turn mail copies of their literature. The lists of names are also sent to the Chambers of Commerce of the towns from which the coupons were mailed with the request that they

forward direct such descriptive material as they may publish.

In this manner the widest possible circulation has been given to the names and addresses of these prospective visitors and settlers. Mr. Fee informs PRINTERS' INK that a number of those whose names were submitted and who received the various pieces of literature mentioned above are beginning to respond and ask questions concerning California. This is taken as a hopeful sign and it is expected that many of those who inquired will actually visit California.

## Would Simplify Blanket Sizes

Manufacturers, distributors and consumers of blankets recently held a conference at Washington, D. C., with the Department of Commerce and agreed to simplify blanket sizes. A committee representing all of the interested associations was appointed to consider ways and means of arriving at simplified sizes, to make a survey of the industry showing the various dimensions now being marketed and to make recommendations in the interests of economic production at a future conference.

The opinion was expressed by manufacturers that three widths of blankets of one length amply supply the need of the consumer. It was brought out that the Federal Specifications Board had adopted three standard widths of one standard length, the same in dimensions as suggested by the manufacturers, 60, 66 and 72 inch widths and 84 inch lengths. Weights, tolerances, and qualities were debated and the decision to appoint a committee, make a survey and hold a further conference was decided upon. Joseph J. Pearce, of the American Association of Wool Blanket Manufacturers, was elected chairman of the committee.

## Kelly-Springfield Tire Earnings

The Kelly-Springfield Tire Company, New York, reports gross profits of \$12,531,379 in 1922, as compared with \$6,004,521 in 1921, and \$7,721,902 in 1920, the previous high record; and net income in 1922, before Federal tax provision, of \$3,144,549 as compared with a deficit of \$506,960 in 1921.

## Indianapolis Agency Appoints C. D. McIntire

Carlton Dinsmore McIntire has been made director of the art department of Fred Millis, Incorporated, advertising agency of Indianapolis. Mr. McIntire was formerly with Birch-Field & Co., of New York.

## The Place of Advertising in the Economic Scheme

(Continued from page 6)

Soap. The company was overwhelmed and amazed by the replies. There were thousands of them. And among them were hundreds that were new, practical, useful, that the makers of the soap had never thought of, never heard of. Then for years they devoted their advertising to passing the recipes and suggestions along to the public, to advertise their soap, of course, but nevertheless giving the housewife a great deal of real help. No other force, or institution, could possibly have given her such a service. It was an outgrowth of advertising, a by-product of intelligent, large-scale selling.

Other well-known everyday articles have been subjected to intensive scrutiny with equally surprising results. They have all yielded new uses, some remote

from their original purpose. Imagine using surgical tape to repair a garden hose! Yet how valuable the suggestion. It might be worth more to the man who availed himself of it than the sale it made was to the advertiser. Methods of cooking, new ways of serving, dishes invented or improved by advertisers of food products, constitute a gift to American cooking. The advertiser's purpose was not to disseminate cookery, but to sell his cocoanut or gelatine or baking powder or shortening. He found the enhancing of food preparation a direct road and he followed it. The best experts, domestic science teachers, housewives who possessed favorite recipes were invoked, and a flood of new dishes distributed over the country in a short time, to add variety to thousands of American dinner tables.

The accessibility of such goods—articles that have by educational advertising become a part of our daily machinery of living—is just as important to us, the public, as

MR. D. B. UPDIKE says of our Type Broadside: *"It is, I think, one of the finest, if not the finest, that has ever been issued in this country."* Those having to create advertising & printing will find it helpful. *Sent by mail for 30c.*

Send for March No.  
of PICA showing  
Bookplates by famous  
designers. 10 cents.

# Currier

THE CURRIER PRESS: EVERETT CURRIER LIMITED  
27 EAST 31 • NEW YORK • MADISON SQUARE 4154

# 770,000 CLUBMEN

READ **COLUMBIA**

Over three-quarters of a million men—members of the Knights of Columbus—pledge themselves to Brotherly Love.

## Brotherly Love

*IN Cuero, Texas, recently, D. Sigmund, a member of the local council of the Knights of Columbus, was an unfortunate victim in a fire. He was badly, almost fatally burned. The doctors found it necessary in order to save his life to prescribe large skin graftings. The K. of C. issued a call for brother members of Mr. Sigmund to volunteer for the sacrifice of skin. Immediately there answered the call Grand Knight Francis Blakeslee, who led Brothers W. J. Ott, W. P. Meissner, Henry Koenig, August Wagner, Alfred Olle, V. J. Grunder, Louis Sciba, Barney Byrne, and Henry Biederman. Nine strips of skin were taken from each of these men, necessitating two operations per day on each.*

*Reprinted by permission*

A strong bond of friendship exists among the 770,000 men who read **COLUMBIA**. Every advertiser with a direct appeal to men should consider the **COLUMBIA** market as an important factor in the concentrated coverage of his own basic market.

A copy of **COLUMBIA**, circulation statement and rate card on request.

# COLUMBIA

*A National Monthly Magazine published by Knights of Columbus for 770,000 Knights and their Families*

DAVID J. GILLESPIE  
Advertising Director

EASTERN OFFICE  
25 West 43rd Street, New York

A. T. SEARS, Western Representative  
Peoples Gas Bldg., Chicago, Ill.

# NEWS LEAGUE PAPERS

## DOMINATE IN

# Dayton and Springfield

As Is Shown by the Following Figures for Month of  
January, 1923

NET PAID CIRCULATION NEWS LEAGUE PAPERS IN  
JANUARY, 1923, COMPARED WITH JANUARY, 1922

	Daily	Sunday
Dayton News, 1923.....	45,337	43,345
Dayton News, 1922.....	42,233	40,225
Increase.....	3,104	3,120
Springfield News, 1923.....	17,644	15,991
Springfield News, 1922.....	16,137	14,194
Increase.....	1,507	1,797

LINEAGE OF NATIONAL ADVERTISING IN NEWS LEAGUE  
PAPERS IN JANUARY, 1923, COMPARED WITH JANUARY, 1922

	Dayton News	Springfield News
1923.....	*144,368	***123,858
1922.....	**118,272	104,076
Increase.....	26,096	19,782

\*59,430 more lines than Dayton's other evening paper.

\*\*66,822 more lines than Dayton's morning paper.

\*\*\*86,408 more lines than Springfield morning paper.

News League papers grow in circulation and  
lineage—a positive indication of their pre-  
stige and pulling power in this community.

News League Papers ALONE  
in Dayton and Springfield Will Do the Work

# NEWS LEAGUE OF OHIO

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representatives:

I. A. KLEIN

N. Y.—50 E. 42nd St.

Chicago—76 W. Monroe St.

Pacific Coast—A. J. Norris Hill Co.,

Hearst Bldg., San Francisco.



distribution is to the manufacturer. And accessibility to the public and distribution to the manufacturer are one and the same thing. It is a mutual arrangement of the highest economic value. Accessibility means the goods within reach of the public that has been taught to depend upon them and which would suffer great inconvenience if it could not now secure them at will on short notice and at a reasonable price. Distribution means quantity production and its consequent savings in cost, business insurance, a dependable, stable market, with all the advantages such conditions give the manufacturer in dealing with labor and the purchase of raw materials. The effect of advertising on the labor turnover and the favorable buying of raw materials are two very interesting fields of inquiry which it is not possible to discuss here, but which are direct results of distribution and indirect results of advertising.

The problem of distribution may be simply stated like this: The manufacturer is at one corner of a triangle of which the other corners are the retailer and the consumer. If there is a jobber between the manufacturer and the retailer, it does not distort our symbol, because the jobber is simply a point at which goods are broken up into smaller parcels on their way to the retailer, and so far as this illustration is concerned, the line between the manufacturer and the retailer is a straight one. The manufacturer sells to the retailer, the retailer sells to the consumer, and the manufacturer has no contact with the consumer except advertising. Without advertising our triangle lacks one of its sides. The advertising a manufacturer does to reach the consumer and induce him to buy the manufacturer's goods of the retailer is known as national advertising. For the purpose of keeping our explanation simple we will ignore all other kinds of advertising. With-

## What They Say in Quebec Province

**I**N replying to a questionnaire sent out without our knowledge by a prominent advertiser, J. F. Mitchell & Company, Sherbrooke, Quebec, stated, "In our opinion there is no better paper in which you could advertise to reach the hardware trade than **HARDWARE AND METAL**."

Chinic Hardware Co., Quebec City: "**HARDWARE AND METAL** in our opinion is the best. We have taken the paper for the past twenty-five years or more."

These are typical of dozens of replies sent from leading hardware firms in Quebec Province.

If interested in the Canadian hardware trade, send for booklet entitled, "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

# Hardware Metal

MEMBER A.B.C.

MEMBER A.B.P.

*Canada's National Hardware Weekly Since 1888*

143-153 University Ave., Toronto, Canada

out national advertising the manufacturer has only one way of getting the retailer to stock his goods, and that is by traveling salesmen. Also in the more complicated and varied lines, such as groceries and drugs, he is dependent on the jobber's salesmen to perform the final act of distribution. The selling impetus must be passed from hand to hand, like a relay race, losing much of its original force with each transfer. To insure sufficient consideration from the retailer when his salesman, or the jobber's salesman, presents the goods to the retailer, the manufacturer brings another influence to bear, consumer demand, or if that is too strong a word, consumer acceptance. He does this by his national advertising. When these combined forces, the selling of the salesman, and the influence of the consumer result in the retailer placing an adequate quantity of the goods on his shelves, then so far as that retailer is concerned distribution has been begun. When

this has been accomplished in all stores in that line, or in one or two good stores in each city, or in proportion to the population throughout the country, good distribution has been achieved.

The intensity of distribution varies with the product distributed. One hundred outlets might be good for a motor car, or an adding machine, while 100,000 might be only fair for a cigarette or a soap.

It is obvious then that without the influence of some sort of consumer demand, it would require a greatly increased selling force to produce an adequate distribution. This cannot be demonstrated by actual figures, but it is the belief of all large advertisers and is the result of experience. It can, however, be demonstrated in another way. Distribution obtained by pressure from salesmen still lacks the pull of customers taking the goods off the dealer's shelves. Their resale depends entirely upon the dealer's salesmanship. He has neither the time nor the ability



THE inducing of more first sales to the consumer is the merchandising problem pressing everyone for solution. The more first sales the more repeats. The one produces the other.

The International tilted display container insures this "more sales" condition. It gets your goods on the dealer's counter. It gets them *seen*.

Thus your merchandise sells to the whole public—both those who know about your goods and those who do not.

Write us for a sample container. Or get in touch or put us in touch with your advertising agency.

INTERNATIONAL FOLDING  
PAPER BOX COMPANY

J. B. SINGER CO., INC.

Display Division

396-400 South Second Street  
Brooklyn, N. Y.

QUICK SET-UP    STRONG SHIPPING    FOOL-PROOF  
**DISPLAY CONTAINERS**

# Truth

Established 1898

412 Eighth Avenue  
New York City, N. Y.

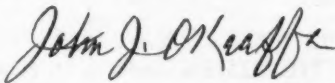
TRUTH MAGAZINE'S twenty-five years' consecutive publishing record is a positive guarantee to advertisers.

The high character of the magazine, and the policy of accepting nothing but legitimate and responsible advertising, assures the advertising patrons a favorable response and unhesitating patronage.

The Catholic people have periodicals of their own, and read them, and both the advertiser and salesmanager should use them to get in touch with their orders.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations seven consecutive years.

Copy received up to March 10th will be in time for insertion in the April Number.



President.

**EDWARD P. BOYCE**  
Eastern Advertising Office  
706 Emmet Building  
New York, N. Y.

**JOSEPH P. SHELLS**  
Western Advertising Office  
906 Boyce Building  
Chicago, Ill.

# Los Angeles Advertising For January 1923

Percentage of total advertising, local and national, as carried by each of the 5 Los Angeles daily newspapers.

Display Advertising	Times %	Examiner %	Express %	Herald %	Record %
Agricultural.....	64.50	13.58	4.15	14.25	3.52
Autos and Accessories.....	28.80	24.62	22.18	19.78	4.62
Amusements, etc.....	22.55	20.46	18.56	19.88	18.55
Banks and Financials.....	42.22	20.93	19.28	14.98	2.59
Books and Publishers.....	40.04	24.24	.66	15.41	19.65
Building Materials.....	54.63	20.02	15.54	5.62	4.19
Cafes.....	20.53	40.96	9.21	19.95	9.35
Churches and Lectures.....	34.12	24.78	23.29	13.62	4.19
Cloaks and Suits.....	18.63	25.45	13.30	34.70	7.92
Dentists.....	24.33	35.67	11.57	20.48	7.95
Department Stores.....	19.33	5.30	33.15	25.38	16.84
Druggists.....	22.51	20.65	24.37	18.42	14.05
Foodstuffs.....	22.02	19.75	20.16	25.18	12.89
Furniture, etc.....	25.73	22.01	20.28	27.90	4.08
Hardware, etc.....	25.53	24.63	19.62	22.57	7.65
Hotels and Resorts.....	59.27	22.34	5.98	6.45	5.96
Jewelers and Opticians.....	29.21	20.94	21.03	24.84	3.98
Machinery, etc.....	98.47	1.53	.....	.....	.....
Medical, etc.....	39.58	22.64	5.69	24.38	7.71
Men's Clothing.....	20.76	26.05	20.29	23.79	9.11
Miscellaneous.....	35.08	20.35	14.43	12.91	17.23
Musical Instruments.....	23.99	36.52	21.92	13.49	4.08
Office Equipment.....	50.40	28.17	5.47	13.91	2.05
Proprietary Articles.....	26.98	28.15	13.64	21.42	9.81
Real Estate, etc.....	28.73	30.51	11.92	24.72	4.12
Schools, etc.....	30.82	28.12	19.69	11.79	9.58
Shoes.....	23.36	13.03	26.55	26.92	10.14
Sporting Goods.....	34.48	1.06	28.25	35.68	.53
Tobacco.....	18.55	81.45	.....	.....	.....
Transportation.....	34.72	31.39	14.38	10.74	8.77
Foreign Readers.....	62.82	8.97	8.97	7.69	11.55
Classified.....	39.66	30.79	8.69	18.86	2.00
Total Advertising.....	30.70	23.08	17.39	21.18	7.65

**THE TIMES** leads in 18 classifications

Herald leads in 5 classifications

Examiner leads in 7 classifications

Express leads in 2 classifications

## Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co.,  
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

to perform the educational work which produces the consumer state of mind, which turns a new article, a novelty, a luxury having no place in the list of needs, into a necessity having an active and lively demand. So, however successful the salesman in stocking the dealer, unless the goods move quickly making room for reorders, no permanent, and therefore no real, distribution has been obtained.

For distribution is not a static thing. It is a stream of goods flowing through established retail outlets into the homes of the people. No manufacturer has distribution who has simply succeeded in placing his goods on the dealers' shelves. The dealer is a means, not an end. The end is consumption. Until the traveling salesman and the retail dealer together are strong enough to produce distribution among the ultimate consumers as great as that which now exists, advertising as a means of distribution will continue to be necessary.

#### LIVING ON THE ADVERTISING OF OTHERS

The fact that manufacturers are distributing goods without advertising does not disprove this. They are using the machinery set in motion and kept moving by manufacturers who advertise. They are parasites. The educational work has been done by others. In every line there is some pioneer who creates the market by advertising. The road being opened, a host of imitators try to use it. They get farther because of their competitor's pioneer work. But they do not get as far as they would if they also employed advertising.

This condition has led to one interesting development of modern selling—co-operative advertising. Co-operative advertising distributes more equally the burden of creating the market, the educational work that must be done, and which when done by one or two leaders is unlawfully appropriated by non-advertising manufacturers who contributed nothing to it. Paint manufacturers

**There is no  
Mystery about  
the Success  
of Our Films**

**MOTION PICTURE  
EXHIBITORS THRU-  
OUT THE COUNTRY  
WANT JUST WHAT  
WE MAKE — I. E.,  
PICTURES THAT  
ARE UNUSUAL.**

**EACH PICTURE WE  
PRODUCE AND  
DISTRIBUTE ADDS TO  
THE GOOD WILL  
ALREADY ESTABLISHED  
WITH THE EXHIBITORS  
AND SMOOTHS THE  
WAY FOR OUR  
CLIENT'S MESSAGE.**

**BOSWORTH,  
DE FRENES  
& FELTON.**

WILKES-BARRE, PA.

## The Billboard Weekly

AMERICA'S  
FOREMOST

THEATRICAL  
DIGEST

### The "Get-Together"

IT is tacitly understood between show folks and those who do business with them, that:

*Whenever show folks want anything, they look for it in The Billboard.*

*Whenever anyone has anything to offer to show folks, they do it through The Billboard.*

**The Billboard** is the place where show folks and the people who serve them get together.

Member A.B.C.

**NEW YORK**

1493 BWAY. BRYANT 8470

**CHICAGO CINCINNATI**

35 SO. DEARBORN | 25 OPERA PL.

**ATTENTION  
SALES & ADV.  
EXECUTIVES!**

**READY FOR  
DISTRIBUTION—  
—CATALOG OF**

## **450 SALES CARTOONS**

A BOOK FULL OF SALES  
ACTION INSPIRATION — 450  
CARTOON PICTURE TALKS—  
SOLD IN ELECTRO FORM  
FOR SALES LITERATURE USE  
—A MOST COMPLETE SALES  
CARTOON SERVICE.

**PRICE \$1.00**

TO BE CREDITED ON FIRST ORDER

**FRANK W. HOPKINS, INC.**  
679 RUSH STREET, CHICAGO

found it advisable to teach the necessity of painting as well as the peculiar desirability of their own paints. The enlarged market thus created was shared in by a host of other paint makers who were not entitled to it. Advertising that taught the preservative and decorative value of painting made customers that did not exist before. These customers bought more paint. Some of them bought paint that was not advertised. The dealer had both kinds. The unadvertised brands secured some of the market created by advertising. This is happening all the time, in all lines. Every advertiser is an unintentional and unwilling philanthropist.

### **ADVERTISING FOR AN INDUSTRY**

The solution has been found by the paint makers, Portland cement manufacturers and nearly all producers of building material. There can be no demand for such goods without building. Advertising that encourages building benefits all producers of building material. Hence co-operative advertising through which all benefited share the expense of the necessary educational creative work, to which those who wish add their own advertising stressing the specific advantages of their own products.

An analysis of all advertising will show that it is more than half disinterested. It will be found that more space is given to the selling of an idea; that is, creating of a market which the advertiser cannot control, than is given to the selling of a specific product. More than half the advertising of motor cars exploits the delight, satisfaction and economic advantages of owning a motor car. More than half the advertising of phonographs and piano players is devoted to selling music. Indeed, one of the greatest and most persistent of such advertisers has just been awarded a medal for his work in bringing about a better understanding and appreciation of music.

So, in a very high and altruistic sense, advertising has been a force for the distribution of goods by education. It has made a place

## **The School Idea**

There are 25,000,000 students in the United States today.

Everything about school life is definitely known. Therefore, it is easy to get student trade if you know how.

We are specialists in the school field and have had more opportunity to learn the buying habits of the students than any other organization in the country.

Do you want more student trade?

If so, tell us about it or ask for a copy of the "School Idea," which gives a survey of the school market and what it may mean to you.

**Ask Us Anything You  
Want to Know About  
the Student Market**  
Established 1913  
**CSAA**  
**COLLEGIATE SPECIAL  
ADVERTISING AGENCY, Inc.**

366 5th Avenue, New York City  
110 S. Wabash Avenue, Chicago



*A Partial View of Our Contract Department*

**A**RE you planning to try out a new pharmaceutical tablet—and do you want the *packing cost held down?*

Or are you planning a sampling campaign—and do you want a form of packing that will help in getting *greater sales from the sampling?*

Or do you want the entire packing job on your entire yearly output of tablets *taken off your hands?*

Would you like to see facts and figures showing the advantages and economy of turning the job over to our Contract Department—each tablet to be wrapped and sealed in *Sanitape?*

We assume all responsibility and supervision—show you a worth-while saving—and give you the best-kind of tablet packing known today—each tablet wrapped and sealed airtight in its own moisture-proof and climate-proof Sanitape container.

You simply have all the various items shipped to us—tablets, printed matter, boxes, display cartons and shipping cartons—we do the rest—either delivering to you ready for sale and distribution, or making shipments on order to your large customers direct from our plant, as desired.

Sanitape machines automatically wrap, seal, and count any given number of tablets as a sampling or sales unit—from a single tablet up to 100 or more.

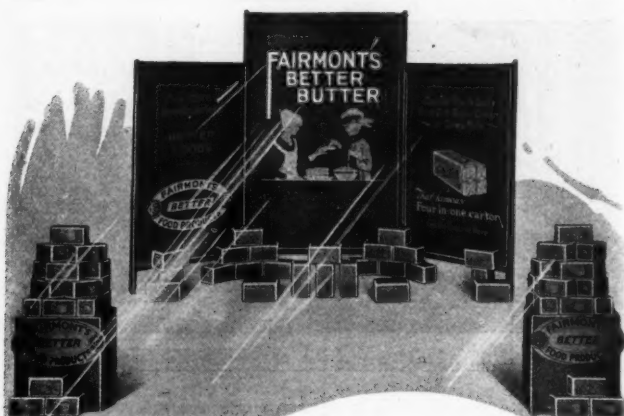
Full information on request.

## IVERS-LEE COMPANY

215 Central Avenue  
Newark, New Jersey

The  
Modern  
Method  
of  
Packing  
Tablets

# SANITAPE



11 Grocer

## Dealer Displays That Are Continuous and Inexpensive

You can renew your dealer window displays as often as you desire—and at slight cost—if you use Multiplex Screens. You can use inexpensive lithographed or printed sheets that easily slip in and out of these steel channel screens, thus avoiding expensive, fragile window pieces.



Easy to handle—  
ship by Parcel  
Post or express—  
easy to set up—  
easy to change  
displays.

Multiplex All-Steel Screens are finished in beautiful baked-on enamel—are light, durable, and being produced in quantity, are low-priced. They are simple, and the dealers are glad to use them week after week.

Write for FREE Illustrated Booklet.

**MULTIPLEX DISPLAY FIXTURE CO.**

922 N. Tenth Street, St. Louis, Mo.

New York Chicago Philadelphia  
Cleveland San Francisco

# Multiplex

ALL-STEEL WINDOW SCREENS ~



in the business scheme for new lines of goods, enlarging the scope of retailing, opening more stores, more kinds of stores, enlarging the stocks carried, adding to the convenience and comfort of the public by making easily accessible everything he needs. It is a question whether retailing has kept pace with this advancement. But that is another field of inquiry which cannot be gone into here. Whether the retail store is all that it might be, whether the cost of retailing is too high, whether there are too many stores, the condition of the retail store is better because of better distribution, and the problem of the retailer will be, in fact, must be, solved by the manufacturer who advertises. Co-operative advertising points the way to this, just as it has grappled with the problem of education.

A better picture of the way advertising gives distribution will be obtained if we go into a retail store and watch the process. We will choose the store that comes nearest our daily lives—the grocery store—and we will select an article that presents all the phases that have been touched on in theory in the course of this article. The product, then, is a liquid vegetable shortening. Such a product has immediately two great prejudices to overcome. One is the prejudice in favor of animal fat. The other the prejudice in favor of hard shortening. Lard has been the shortening of the housewife for generations. Before she can be weaned from hog fat to so radical a change as a shortening that is neither hard nor hog, she must first be taught the hygienic advantages of vegetable over animal fat, and next the economic advantages of liquid over solid fat. In this particular case the education was in two courses. The housewife was led first to vegetable shortening in the physical form of lard, a hard shortening that looked like lard. When she was beginning to believe that vegetable lard was better for the stomachs of her family than hog fat, she was shown how much easier it was to use it

in liquid form. It was a long, hard, slow process. The arguments were of the kind that appealed only to intelligence. So only the more intelligent women were won over at first.

#### SELLING THE COMMUNITY LEADERS

Now the intelligent woman, which means the woman of some education, of some social position, and of some means, is as a rule the dominant woman in any community. She is therefore a dominant woman in the circle that trades at her particular grocery store. So when she has been brought to the point where she wishes to try the new shortening, she asks for it at her grocery store. And because she is a good customer, whose bills run to higher than the average, because she is a woman of some influence, the grocer gives respectful attention to her request. Meanwhile, the jobber's salesman has offered the shortening to the grocer, and if he is an unusually good salesman has tried to get him to stock it. When that psychological moment arrives, when flint and steel are brought in contact, when the woman who has been educated by advertising up to the point of trying the new shortening, and the jobber's salesman to whom the shortening is just one more article in his line, focus on the grocer at the same time, he orders. A grocer cannot buy merely a can. He buys a case. The case is more than enough to supply the dominant lady, so the grocer is under the necessity of selling it to some of his other customers. He offers it timidly and without conviction, and finds to his surprise that some of them have heard of it. They too have read advertising, but not to the point that the first lady has. She is consumer demand, but they are consumer acceptance. Between them the grocer feels that liquid vegetable shortening has become a part of his regular stock. The opening has been made. He will continue to order it so long as he continues to sell it. But the manufacturer's advertising must go right on, working in the com-

munity, not only on other dominant women, and other women who will accept but not demand, but it must keep up the work with those who have bought once, must keep the product sold, as it were. This is especially necessary with a new article, because every woman is going to have bad luck some time, and without the previous experience to fall back on that she has with old familiar products, she is going to lose faith.

Thus the only force that will keep this shortening on the grocer's shelves is the force that will cause it to be taken off the shelves fast enough to give him a turnover. One might say that with so exceptional and novel an article as a liquid vegetable shortening distribution would be impossible without advertising. With an article already established that would not be true, but it is true that so thorough a distribution could not be had without advertising. And as time goes on some future liquid vegetable shortening

will find the road easier because of this pioneer work. It will be just another liquid vegetable shortening for which there is already an established state of mind, both among grocers and housewives.

It is difficult to produce comparative figures to show that advertising makes goods financially accessible as well as geographically. The proof rests broadly upon the great saving made by quantity production. A statement appeared in PRINTERS' INK some time ago to the effect that when the abrasive known as carborundum was first manufactured the quantity was fifty pounds per annum and the selling price \$880 a pound, but that the output is now 2,000,000 pounds a month, and the selling price \$80 a ton. This is obviously an extreme instance, and is rather an evidence of the saving in quantity production than that quantity production is obtained by advertising. A better instance, perhaps, is that given on the authority of Mr. Sullivan,

*The Retail Coalman is the only retail coal trade publication in this country with National and Canadian distribution.*



The retail coal merchant has money to spend to improve his business. Write for facts.

### THE RETAIL COALMAN

Room 817, 149 Broadway  
New York City

1223 Monadnock Block  
Chicago

— *The* —

INTERNATIONAL  
MAGAZINE COMPANY

*announces  
the appointment of*

ROBERT P. DAVIDSON

*as BUSINESS MANAGER of*

*Hearst's International*

*and  
the appointment of*

EARLE H. McHUGH

*as BUSINESS MANAGER of*

MoToR

—

*Announcing*  
the association of  
MR. ALBERT H. HOPKINS  
with our company as  
Director of Plans  
and Merchandising

PORTER-EASTMAN-BYRNE CO.  
*Advertising*

22 West Monroe St.  
CHICAGO

secretary-treasurer of the Association of National Advertisers, that the makers of a well-known camera, which has been widely and liberally advertised, are selling today for \$10 a better camera than they sold thirty years ago for \$25. The assertion may be made without qualification that advertising gives distribution, and distribution gives not only quantity production, but stable and insured output, making possible many savings in manufacture and sales.

#### SALES DIRECTION THAT COMES VIA ADVERTISING

One such saving may be illustrated in the following way. A manufacturer of stationery had fifteen years ago five hundred different numbers. So large a line was an accident rather than an intent. It was the leading house in its line. It felt it necessary to maintain that position by introducing frequent novelties which resulted in additional numbers. Also it yielded to the wishes of its salesmen to make up special orders for customers, which were also added to the line, or if not, were manufactured as a special small order which clogged up the factory. Every time a competitor got out a new thing it was considered good business strategy to offset it by a similar novelty. Thus the house was doing business with five hundred numbers. The factory was spread out over a conflicting mass of small orders. In all stages of manufacture and delay, and was congested half the time, and producing only a fraction of its possible capacity. The salesmen were burdened with a truck load of samples, and a price list as big as the telephone book. The dealer hardly knew what to buy, among such a bewildering array of goods. This condition was not peculiar to this stationer, nor even to this industry. It was the normal condition of manufacture among stationers, shoe-makers, ironmongers, every line in fact in which it was possible to have an infinite number of styles.

When the stationery house took up advertising the size and variety of the line were first felt to



### Our Only Salesman!

Are these quarter-pages in *Printers' Ink*.

Through advertising we hope to acquaint advertising men with the excellent advertising field the Mississippi Coast represents, and how its possibilities can best be realized through *The Daily Herald*.

There's no coupon below for you to sign, but a memo dictated to your stenographer will bring you any information about the market and the medium that you desire.

Like the Climate, business on the Mississippi Coast is equally fine the year 'round.

### THE DAILY HERALD

Biloxi

Mississippi

Gulfport

GEO. W. WILKES' SONS, Publishers

### Here's a Man who can SELL.

He's a specialist on trade-marked goods.

Two outstanding national successes owe their present dominance very largely to his efforts.

They both want him back. He wants something bigger—the biggest sales job in the trade-marked field.

He's an executive too—he can inspire, direct and make profitably productive the efforts of others.

Commission basis.

Want to meet him?

Please write "L. G.," Box 42, *Printers' Ink*.

## Two Visualizers Wanted

We have an immediate opening in our New York Art Department for two experienced visualizers—trained, mature men who when told what to do don't have to be told how to do it.

The work here is varied, the accounts ranging from motor cars to foods, drugs, shoes and back.

We have a pleasant, permanent worthwhile berth to offer.

Please write—don't call—tell us about yourself what you have done and how much you are earning, also what you want to start. All correspondence treated confidentially.

*Mark for Attention of  
J. H. Nesbe, Vice-President, in  
Charge of Production*

**DORRANCE, SULLIVAN &  
COMPANY**  
130 West 42nd Street  
New York City

## WANTED Sales Executive

Man to employ, train and direct salesmen for one of the largest manufacturers of household electrical specialties in America. Must also be capable of handling crews selling to consumers. Applicants must have broad experience in specialty sales work. Salary and expenses. Give age and full particulars in first letter, which will be treated in strict confidence. Excellent opportunity for right man. Address "P. G.," Box 264, Printers' Ink.

be an intolerable burden. The purpose of the advertising was to obtain better distribution—but distribution of what? Here on top of the difficulties of production and the difficulties of selling came the difficulties of advertising. How could the advertising be focused on five hundred numbers, many of them with so little difference as to be impossible of description? How could the dealer know what to buy in order to get the benefit of the advertising? It was some years before the loose unnecessary line was cut to the bone. The war with its restrictions helped. But advertising was the first influence, and advertising remains a permanent influence against unnecessary duplication. That firm of stationery manufacturers does today many times the business it did in the days when its line had five hundred numbers, and does it on ten.

### WHY THE ADVERTISING IS MORE EFFICIENT

As it is now, the advertising concentrates on ten numbers. The salesmen devote themselves to stocking the dealers with those ten, with the whole line, and all the dealers everywhere have the full line, the same numbers. The factory output is increased one-third because it runs uninterruptedly on the staple lines. It is possible to manufacture ahead, and accumulate reserve stocks. There are now four times as many retailers carrying the line as before the line was reduced. The line is distributed and kept distributed by the advertising, and it was the need of the advertising for a definite, explicit message that the consumer, the dealer and the traveling salesmen could act on that was the primary stimulus for reducing the line.

Without the power of national advertising, creating consumer demand, consumer acceptance, the state of mind that keeps certain brands of certain goods constantly ready and waiting on the dealer's shelves; that further turns newly discovered and invented ideas



## From vegetable huckster to

One of America's recognized leading copy and plan experts in direct mail merchandising.

A record due as much to an intimate knowledge of human nature (possibly door-to-door peddling sixteen years ago is responsible) as to the ability to write common-sense, everyday understandable English. Small wonder that customers sold by such copy look upon my clients as "real folks."

Campaign after campaign has oversold capacity to deliver.

One of many notable successes, America's greatest direct mail merchandiser in his line profited more than half-a-million dollars net in a single year from my counsel, copy and plans.

Available to a limited number of additional clients for

COUNSEL

COPY

PLANS

**JAMES C. JOHNSON**

*And Associate Counselors*

118 Woodbridge Ave.  
Buffalo

Central Park  
New York

## The Job I Want—

is that of sales and advertising manager for manufacturer of moderate size or assistant to sales-manager and charge of advertising with large concern—either of which positions I am trained to fill.

I have been engaged in advertising agency work for the past nine years during which time I have worked in practically all departments, most recently as account executive and plan builder.

Prior to this I acquired a valuable knowledge of engraving and printing by selling these for over three years.

These twelve years have not only given me a wide knowledge of advertising in all its phases, but also an extensive acquaintance with markets, merchandising, trade promotion, and jobber, dealer and consumer development.

Well educated; widely traveled; fluent French and some Spanish; age 32; married; Gentile; location desired, New York City; minimum salary \$6,000 plus a real future.

At present vice-president and general manager advertising agency. Will be available about March 15th.

Address "S. M.," Box 46, care of Printers' Ink.

## You Can't Buy Space in Shopping News

but if you are looking for high-grade house-to-house distribution of high-grade advertising matter in Cleveland, it will pay you to investigate its delivery methods.

Our carrier force, which weekly puts 167,000 copies of Shopping News into as many Cleveland homes—IN FOUR HOURS—occasionally takes similar distributions for national advertisers. Rates are as reasonable as efficiency is high.

**F. D. McLEAN, Circ. Mgr.**  
626 Huron Road  
Cleveland, O.

**ALEXANDER WOLSKY INC.**

Markets of 13 MILLION PEOPLE  
The FOREIGN LANGUAGE FIELD OF THE UNITED STATES

EST. 1895

COMPLETE ADVERTISING SERVICE IN ALL LANGUAGES

PUBLISHERS' REPRESENTATIVES

into necessities by education, making new customers to order with the accompanying receptive state of mind, for other large groups of goods—without this machinery functioning constantly and over the entire country, distribution would depend entirely upon the selling force of the manufacturer's salesmen, plus whatever impetus they were able to pass on to the jobber's salesmen. Only a few manufacturers have direct contact with the retail trade. So that impetus would have lost much of its initial force. The retailer would be left to his natural inertia. He would order fewer brands, and he would show a strong preference for brands he could control, or which paid a better profit, or for bulk goods that could not be identified by the customer.

It would be impossible for any manufacturer to obtain and maintain such distribution as he has today (and this applies even to manufacturers who do not advertise) without the help of advertising, and with only such forces for the distribution of goods as would exist if advertising were withdrawn, or as existed before advertising became the efficient and economic distributor it is.

### SOME OF THE ADVANTAGES THE MANUFACTURER WOULD FORFEIT

Without such thorough distribution the manufacturer would forfeit the advantages that come from quantity production, from a stable and assured future market, from the saving of time of his salesmen in selling, from economies in shipping due to well-distributed volume, from consideration in which the jobber holds his goods, because of the size and importance of his business. And therefore because of greater overhead and greater actual cost in both making and selling, the goods would cost more and must be sold at a higher price.

Thus the public would find distribution spotty. It could not be certain of finding day to day convenience goods at conveniently located stores, and when it did find them the price would be



# COUÉ'S METHODS APPLIED TO BUSINESS

*Article in Printers' Ink Inspires the Production of a Remarkable Book*

Frank Lincoln Scott, salesman, sales and advertising manager, successful business man, and writer on business subjects, had for some time recognized the immense value in business of Coué's theory that when the Will and Imagination come in conflict—the imagination always wins! He had been using and demonstrating this principle to others with great success, when an article about Coué's methods, appearing in *Printers' Ink*, suggested that salesmen and business men everywhere would be vitally interested and benefited by a definite method for using Autosuggestion in business. Drawing on his rich experience and practical knowledge, Mr. Scott wrote this book.



## AUTOSUGGESTION and SALESMANSHIP or, *Imagination in Business* By FRANK LINCOLN SCOTT

ORISON SWETT MARDEN, Editor, *Success Magazine*, in his preface to this book, says: "This little book will be an invaluable aid to both teacher and student in its admirable presentation of the technique of salesmanship. The author, besides an excellent literary style, has the advantage of being an expert in the profession of which he writes. He wastes no time in elaborating fine-spun theories, but out of the practical knowledge gained by experience and observation presents a concrete picture of the causes of failure and the means by which success is won. *'Autosuggestion and Salesmanship'* is as interesting to the layman as to the professional salesman. After reading it I fairly tingled with the desire to try my hand at selling things. It will prove a boon, not only to salesmen on the road and behind the counter, and to those who have anything to do with the training of salesmen, but to all classes of workers, for everybody who is making a living by personal effort is really a salesman."

### HENRY FORD TELLS COUÉ HIS METHOD AIDS FACTORY

Says suggestion is used in Ford Plant. Henry Ford breezily ejaculated "better and better" as he shook hands with Coué, telling him that his method was already practised in the Ford Plant and that he had read his books with profit. "Whenever we notice a department getting slack, we take the heads to the power house (which is surprisingly efficient) and make them examine it thoroughly. We are sure of the result. Suggestion does it."—*N. Y. World, Feb. 5.*

On January 19th, Coué addressed the Advertising Club in Cleveland, Ohio. "Those sharp men of business sat drinking in every word. Scores nodded approval as Coué spoke of the part played in business by suggestion and Autosuggestion, and the greater possibilities it affords to those who understand its use."—*N. Y. World, Jan. 20.*

#### Read Coué's Own Book SELF-MASTERY through Conscious AUTOSUGGESTION

contains a complete exposition of his theories, methods and amazing cures, with practical suggestions for personal application and self-cure.

Cloth, \$1.00  
- postpaid.  
Leather, Illustrated, \$1.75.



This book shows how the same principles which effect marvellous cures of disease, can be used with surprising results in selling on the road or behind the counter—in storekeeping, manufacturing and business in general. Merchants, manufacturers and all employers of salesmen can make no better investment than to purchase and give a copy of the book to each employee who sells goods.

Distinctly different from the usual books on salesmanship. Send for your copy today.

Cloth Bound, \$1.50 postpaid

AMERICAN LIBRARY SERVICE

500-X Fifth Avenue New York City

# Are You Getting Your Share of Business in New England?

"Contracts awarded in the New England States during January," according to the latest F. W. Dodge building reports, "amounted to \$22,770,400, which was the *largest January total on record*, an increase of nine per cent over December last, and of forty-two per cent over January, 1922.

"Included in last month's total were the following important items: \$14,840,000, or sixty-five per cent for residential buildings; \$3,151,000, or fourteen per cent, for business buildings; \$1,950,000, or nine per cent, for industrial plants; and \$1,283,000, or six per cent, for educational buildings.

"Contemplated new work reported during January amounted to \$66,572,000."

The January construction in the six New England states was forty-two per cent greater than it was a year ago. This is above the average compared with the thirty-one per cent increase which was reported for the thirty-six states covered in the Dodge reports.

This tremendous building activity means increased business for all kinds of merchandise. Get your share. You can blanket the entire market through the Home Daily Newspapers of New England.

## SALEM, MASS., NEWS

Daily Circulation 20,079 P. O.  
Population 43,697, with suburbs 150,000

## SPRINGFIELD, MASS., UNION

Daily Circulation 72,552 P. O.  
Population 129,563, with suburbs 250,000

## WORCESTER, MASS.

Daily Circulation 73,957 A. B. C.  
Population 179,754, with suburbs 350,000

TELEGRAM  
GAZETTE

## PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.  
Serves territory of 130,000

## BRIDGEPORT, CT.

Daily Circulation 46,730 A. B. C.  
Population 150,000, with suburbs 220,000

POST  
TELEGRAM

## HARTFORD, CT., TIMES

Daily Circulation 45,229 A. B. C.—3c copy  
Population 138,036, with suburbs 373,000

## NEW HAVEN, CT., REGISTER

Daily and Sunday Cir., 34,427 P. O.  
Population 165,000, with suburbs 225,000

## NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A. B. C.—3c copy  
Population 25,688, with suburbs 60,000

## PORTLAND, ME., EXPRESS

Daily Circulation 26,294 P. O.  
Member A. B. C.  
Population 69,169, with suburbs 75,000

## BROCKTON, MASS., ENTERPRISE

Daily Circulation 21,219 P. O.—2c copy  
Population 67,000, with suburbs 100,000

## MERIDEN, CONN., RECORD

Daily Circulation 6,699 A. B. C.—3c copy  
Population 37,739, with suburbs 60,000

## BURLINGTON, VT., FREE PRESS

Daily Circulation 11,459 P. O.  
Population 22,779, with suburbs 40,000

## FITCHBURG, MASS., SENTINEL

Net Paid Circulation 10,660 A. B. C.  
Population 41,029, with suburbs 110,000

## LYNN, MASS., ITEM

Daily Circulation 16,132 A. B. C.—3c copy  
Population 99,198, with suburbs 125,000

## NEW BEDFORD, MASS., STANDARD & MERCURY

Daily Circulation 31,489 A. B. C.—2c copy  
Population 121,217, with suburbs 160,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

higher. Nor could it be sure of continuing to find them in those same stores, for they would lack the united demand, the state of mind, which causes the dealer to continue to keep the goods in stock, as he does when he knows there is a continuing and growing demand for them in his community.

### Buffalo Advertiser Plans Bigger Campaign

A newspaper advertising campaign is being conducted in several of the larger cities throughout the United States by the Federal Telephone & Telegraph Company, of Buffalo, N. Y., manufacturer of radio sets and equipments. About March 1 the company will begin a national magazine campaign which will be in addition to advertising now appearing in radio publications. As part of its direct-mail program, the company is printing a 32-page catalogue of which 40,000 will be issued.

This advertising is being directed by the Redfield Advertising Agency, New York.

### New Accounts for Philadelphia Agency

The H. G. Trout Company, Buffalo, manufacturer of marine steam engines, propeller wheels and the Trout Diesel engine, has placed its account with the R. E. Lovekin Corporation, Philadelphia advertising agency.

The Cutler Steel Company, Pittsburgh, manufacturer of "Duraloy," chrome iron, has also placed its advertising account with this agency. Business papers and direct mail will be used.

### Westinghouse Electric Appointment

Edwin L. Andrew has been appointed assistant to the manager of the publicity department of the Westinghouse Electric and Manufacturing Company, East Pittsburgh, Pa. He had been with the main works of the company at East Pittsburgh and its Cincinnati office.

### New Alberta Farm Weekly

The Edmonton Journal, Ltd., publishers of the Edmonton, Canada, Journal, daily newspaper, has purchased the semi-weekly Edmonton Bulletin and the monthly magazine, Agricultural Alberta, and combined them with a semi-weekly edition of the Journal under the name of the Edmonton Journal Farm Weekly.

The Allen Montague Company, Chicago, has been appointed representative in the Chicago territory for The Retail Tobacconist, Long Island City, N. Y.

# Largest Circulation of any Maine Daily!

Portland's Only  
Three-Cent Daily

Portland's Only  
Evening Paper

## Portland Express

Our Sunday Edition—The SUNDAY TELEGRAM—has Largest Circulation of any Maine Sunday paper!

By comparison of census number of Portland families with Express City Circulation (net paid) it is estimated that the Express is taken in 15 of every 16 homes in Portland—"A truly Remarkable Coverage!"

The Julius Mathews Special Agency  
Boston—New York—Detroit—Chicago

## Wanted Experienced Research Man

Large Middle-West Advertising Agency requires a research expert. He must be experienced in field investigation, in compiling market reports and in preparing advertising and merchandising charts. Good salary—excellent possibilities for growth and advancement. Write letter, giving experience and qualifications to "R. L.," Box 45, Printers' Ink.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building GHO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
JOHN ALLEN MURPHY, Associate Editor  
ROY DICKINSON, Associate Editor  
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Roland Cole E. B. Weiss  
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols  
D. M. Hubbard  
London: Thomas Russell

NEW YORK, FEBRUARY 22, 1923

## Is House-to-House Selling Being Overdone?

The National Association of Hosiery and Underwear Manufacturers recently concluded an investigation concerning house-to-house selling in the hosiery industry. As was to be expected, some highly interesting information was unearthed. Lured by reports of extravagant profits, dozens of companies, it was found, were entering the business of selling hosiery via the doorbell. The individuals back of these, in many cases, were entirely unfitted by training or experience for this sort of work. In one case, reported by the association, the executives of a newly formed organization were an auctioneer and a bartender. The association also published a letter from a firm of engineers and contractors in Oklahoma, written to a well-known hosiery manufac-

turer requesting a State agency for the purpose of distributing hosiery from door to door.

Nor is this condition confined to the hosiery field. Established manufacturers in other fields and individuals planning to enter business are considering the possibilities of the Fuller Brush and Real Silk Hosiery methods. Some time ago Chas. E. Comer, president of the Comer Manufacturing Company, of Dayton, O., which sells raincoats through representatives calling at homes, told PRINTERS' INK of the increasing number of organizations which are entering the field. According to Mr. Comer, several opened up shop so rapidly that they had no time to prepare their own report forms or catalogue illustrations and made exact reproductions of those used by the Comer company.

A positive indication of the interest in house-to-house selling is furnished by the inquiries the Research Department of PRINTERS' INK receives on the subject. Among others we were asked to furnish information on the practicality of selling toilet soap by ringing doorbells. Opinions were secured from E. T. Chester, advertising manager, Peet Bros. Mfg. Co.; E. A. Olds, Jr., general manager, Packer Mfg. Co., and other executives well versed in the history and experiences of the toilet soap industry. All were unanimous in saying that any company which attempted to build an exclusive toilet soap business on the house-to-house plan could not succeed.

This distributive plan has alluring possibilities. Several concerns have achieved remarkable successes with it. At the same time it should also be recognized that its scope or application is handicapped by a variety of limitations. House-to-house selling is not new. It was one of the first forms of mercantile activities. Fuller and the other outstanding successes have merely revamped the plan to conform with modern conditions.

The important thing to remember is that the retail store is a development of house-to-house

selling. The corner grocery and other retail establishments are the result of centuries of merchandising progress. That these hundreds of years of effort at building a distributive scheme which would best serve the public has resulted in a seriously faulty structure which is doomed to topple over or is to be disregarded is unthinkable.

### **Bill Hawkins's Attitude**

S. E. Summerfield, president of the Gotham Silk Hosiery Company called in all his salesmen from the road one day in 1917, and hasn't had any since. The sales of his company have increased until today the volume is four times greater than when salesmen were employed. Mr. Summerfield does not suggest a similar course of action for manufacturers generally by any means, but he has some things to say about a certain type of salesman's attitude toward his job and his company which will interest sales managers and probably cause some discussion. He says in *Printers' Ink Monthly* for February, "The president hears Bill Hawkins, who has the Pennsylvania territory, tell how he sold the Bon Ton store, of Wilkes-Barre, how much business on the books is due to his engaging personality or dogged persistence. Now, Bill may be a fine salesman, but it seldom, if ever, occurs to him that some small part of his big sales may be due to—

time, are like Bill Hawkins, but the genus is sufficiently numerous to have the reader recognize it."

The president of another company to whom we repeated Mr. Summerfield's observation said, "There is usually at least one Bill Hawkins in every organization and his attitude of hugging to himself all the credit for every dollar of sales in his territory seldom fools anyone but himself. His number is small, but his attitude is a disgrace to the thousands of loyal, modest and efficient men who put teamwork and organization first and self last."

The Bill Hawkins type is represented by the man who says, "If you buy at all—be sure to buy from me," who is continually putting self first, and organization second. He consults and is guided by his own vanity instead of his firm's best interest. The small number of Bill Hawkinses should be told that while self-reliance is a good quality in a salesman, self-conceit is not, and that modesty is the best policy.

### **Shelf Loafers Add to Distribution Costs**

The time and study for years spent upon lowering production costs has succeeded beyond the dreams of the pioneers. Goods can be produced today in quantity at a price that would have been unheard of when these men started their work. For the next few years much study will be given to the problem of saving in distribution costs, for though the unit cost of production has been cut tremendously, it is costing more to distribute goods today than ever before.

Many manufacturers of advertised products are convinced that present high costs of distribution are caused partly by dead wood on dealers' shelves which the public does not want, and which by taking up valuable room are adding to the costs of all products. The Western Clock Company sums up the present situation in this interesting message to its dealers:

1. The excellence of the product he is selling.
2. The sales policies of his management.
3. The hard work of the production, inspection, and other departments of the business.
4. The efforts of the advertising department and the advertising in his territory which is building knowledge of his product and helping in the introductory work.
5. The hard work of the operatives in the mill or factory who are building quality into the product.
6. The work of the men who have preceded him in his territory.

"These and many other factors he is apt to overlook are helping the present sales of the salesmen. Not all salesmen, do I mean to in-

"Any man who hired a gang of workmen and let less than 25 per cent of them do all the work, while the others worked occasionally, or not at all, merely amusing themselves at the expense of the workers, would be considered a very incompetent person, because he wouldn't get all the work out of his gang that they were capable of.

"It would be cheaper for him to reduce the gang to the number of men who could handle the job, or make the entire crowd work, and so finish the job in quicker time.

"Any passerby could see the condition of things with that gang of workers. He could see some working hard, carrying the load. He'd see others idling, frankly loafing, and he'd see others not only loafing themselves, but interfering with those who were anxious to work.

"Some men pay out their money in wages, hiring other men to do work for them. Others put their money into merchandise, letting it work for them, and return them a profit.

"The same thing is true in almost every stock of merchandise that is true of the labor gang described above. You're less likely to find a condition of that kind existing with the labor gang, for the simple reason that the boss can see every minute who's loafing and who is not, and the loafers are got rid of in short order.

"The average passerby cannot ticket the idle goods in a store, but unless a very strict account is kept of them they're taking up shelf room, eating up interest, tying up money that might be used to better advantage.

"The saving in production costs was brought about by making every man's work count, and students of distribution have found that to sell goods economically they must be kept moving.

"The proportion of idle goods on the shelves increases the cost of selling. Idle merchandise which is not carrying its load is a needless expense. The goods which

are advertised, which have been on the market for a number of years, which are known to be satisfactory, turn over quickly, carry their share of the load, and waste neither time nor money in doing it."

Idle goods increase the cost of selling, add to the cost of the retailer's overhead, and by adding waste motion through all the channels of distribution increase costs and so take more of the consumer's dollar. Intelligent co-operation on the part of advertising manufacturers to bring home the truth of the principles emphasized by the Western Clock Company to retailers and consumers alike is a good start toward eliminating one of the obvious wastes in distribution.

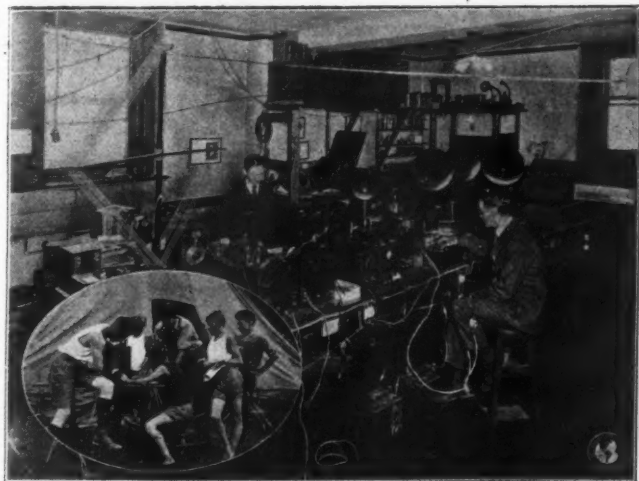
### Stopping Harmful Advertising at Its Source

The time is coming when advertising men will stop at its source any advertising that is not beneficial for the social whole, John H. Puelicher, president of the American Bankers Association, declared in an address before the New York Advertising Club on February 16. In touching on this subject the speaker said:

"Credit rests on confidence. What gets confidence? Character. That is what you are getting in your advertising. I believe we are going to recognize some day that that business which does not serve civilization, which only panders to its pleasure, but which will ultimately result in the ruin of civilization, will not be permitted to exist by you advertising men. I think the time is coming when you are going to measure the benefits of that which you advertise and say 'No matter how much this is desired today, it is not beneficial to our people, and we are not going to advertise it.'"

### Advertising Ice Cream as an All-Year Food

Supplee - Wills - Jones, Philadelphia, manufacturers of Supplee Ice Cream, are using space in newspapers of Philadelphia and surrounding cities in Delaware, New Jersey and Pennsylvania, to make ice cream an all-year food. It is pointed out that when "children come in from winter play, with numbed fingers, you bathe them in cold water. When they are thirsty after school, you satisfy their thirst with cold water." Then, "when they are hungry give them ice cream. There is nothing more wholesome and nourishing than good ice cream, regardless of season."



## Testing Radio Apparatus

This photograph was taken in the Research Laboratory of a large Radio Company. Various types and makes of Receivers, Amplifiers, Loud Speakers, etc., are thoroughly investigated in the interest of Radio progress. A Scout is "mentally awake." Inset shows active interest in the latest developments and experiments by Boy Scouts in Radio. They receive Merit Badges in Electricity and Radio.

Radio is a live, vital subject to Scouts. They are interested as individuals and as troops. They buy everything from the simplest parts to the most complete sets. Manufacturers of Radio products will find the Boy Scout Field well worth cultivation. These boys can be sold through **BOYS' LIFE**, the Boy Scouts' Magazine—official publication of the Boy Scouts of America. **BOYS' LIFE** reaches every Scout Troop in this country in addition to its thousands of individual subscribers.

*Forms for May close March 25th*

**BOYS' LIFE**  
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue    1014 Union Bank Bldg.    203 So. Dearborn Street  
New York, N. Y.    Los Angeles, Cal.    Chicago, Ill.

*Twenty-seventh of a Series Showing  
Who Reads the PRINTERS' INK Publications*

## Blowing Our Own Klaxon About This Coverage



The advertising of the Klaxon Company is handled by the Campbell-Ewald Co., Detroit. The PRINTERS' INK Publications, as shown on the opposite page, give a complete coverage of both advertiser and agency.



The following individuals in the Klaxon Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:\*

Name	Title	Weekly	Monthly
William M. Sweet	General Manager	Yes	Yes
A. H. Livermore	Asst. to Gen. Mgr.	"	"
R. L. Wilkinson	Mgr. Wholesale Div.	"	"
C. L. Elliott	Advertising Mgr.	"	"
P. M. Farmer	Mgr. Ind. Dept. (N. Y.)	"	"

\* Information furnished by the Klaxon Company.

*The following individuals of Campbell-Ewald Co., Inc., Detroit, are readers of Printers' Ink or Printers' Ink Monthly, or both, as indicated:*

NAME	TITLE	WEEKLY	MONTHLY
H. T. Ewald	President	Yes	Yes
G. C. Brown	Secretary	"	"
J. Fred Woodruff	Treasurer	"	"
J. L. Hardig	Production Manager	"	No
L. T. Robinson	Service Manager	"	Yes
R. G. Spedden	Mgr. Retail Dept.	"	"
W. A. Moffett	Publicity Dept.	"	"
A. F. McCrea	Publicity Dept.	"	No

# The Little Schoolmaster's Classroom

ADVERTISERS do not always take advantage of little things in putting over their printed messages.

The eye, in a mechanical sense, is sometimes more retentive than the mind. It has a wayward habit of groping around over an advertisement and of picking up things to remember. The Victor dog and the Campbell Soup kids may have nothing to do with influencing a sale, but they are a part of every Victor and Campbell Soup advertisement and the eye would miss them if they were not there. They have been used by Victor and Campbell so much that sitting fox terriers and cartoons of kewpie-like children, wherever seen, tend to recall a phonograph horn and a can of soup.

\* \* \*

A trade-mark or a design may be used in a great many ways in an advertisement and many advertisers seem to be unaware of how to make the most of these designs in their layouts. The makers of Fels-Naptha soap have found one way of doing it that is interesting to look at and has value for this company in at least one way, and perhaps the Class will see other ways in which the device holds the casual reader over a Fels-Naptha advertisement longer than he might linger were the feature not present.

The Fels-Naptha soap wrapper bears the name "Fels-Naptha" printed within a four-sided design that looks like a rectangle with curved-in sides and ends. This figure shows on the soap itself, which also appears in the advertisement. The same design is used as a frame for the picture of the soap. At the top of every advertisement the large illustration is framed with the same figure. The general result of repeating this design three or four times in the same advertisement tends to brand it on the reader's mind and make him identify it with Fels-

Naptha soap. In other words, it makes the design tell a little story of its own.

\* \* \*

The Schoolmaster has run across an interesting little plan used by the Shelby Salesbook Company to keep an idea constantly before the sales force.

The company gets out an employee's magazine called "The Shelby Booster." Sprinkled through it, on every page, in several places on each, appears the phrase "Sell Shelbytrips Now." In each issue, for many months, has appeared a repetition of these three words.

The purpose is of course to keep a thought before the salesmen that they are constantly likely to overlook. The "Shelbytrip" is higher priced; for this reason salesmen are inclined to take the easiest path and sell the other type.

It is impossible, of course, to measure the effect of this constant reiteration, but the Schoolmaster is inclined to agree with C. W. Giller, sales promotion manager of the company, that it is a good and useful application of the "psychology of suggestion."

\* \* \*

Widely advertised phrases and slogans are put to a very curious and interesting use in a book entitled "Advanced Lessons in Lip Reading," by Elizabeth Hahn Nitchie, recently issued by the Frederick A. Stokes Company. It appears that one of the main problems in teaching the art of lip reading is to provide practice material which will be interesting enough to stimulate the pupil's imagination. For this purpose the author presents a list of 43 well-known advertised phrases, such as "It Floats," "Chases Dirt," "There's a Reason," etc., and pupils are asked to name the products to which they apply as they are read before the class. In addition Mrs. Nitchie presents a



## They Investigate— Then Standardize on Flexlume

**B**EFORE the large users of electric signs place an order they study the market from every angle—quality, price, the responsibility of the manufacturer, the kind of service that can be expected. All these points are carefully weighed.

It is for this reason we are proud of the fact that so many large buyers are Flexlume users—Western Union Telegraph Co., Chevrolet Motor Co., Gulf Refining Co., National Refining Co., Sinclair Refining Co., Florsheim Shoe Co., Victor Talking Machine Co., and scores of others. Their approval is your assurance that Flexlume Electric Signs are best value.

Flexlume Electric Signs should have a place in your advertising campaign. Let us tell you more about them and send you a sketch showing a Flexlume to meet your particular needs.

**FLEXLUME CORPORATION**  
32 Kail Street      BUFFALO, N.Y.



## **EVENING HERALD**

Los Angeles, Cal.

LED ALL NEWSPAPERS IN  
THE WORLD IN ADVERTISING  
GAINS 1922 OVER 1921.

GAIN **3,493,854** LINES

### Representatives:

H. W. Moloney, 604 Times Bldg., New York  
G. Logan Payne Co., 401 Tower Bldg.,  
6 No. Michigan Ave., Chicago  
A. J. Norris Hill, 710 Hearst Bldg.,  
San Francisco, Cal.

## **WANTED**

### **Idea and Copy Man**

Large New York food  
manufacturer needs in its  
Advertising Department  
a good idea and copy  
man. An excellent open-  
ing for a real producer.

Address "P. K.," Box 44, Care  
of Printers' Ink

## **Production**

Mechanical production  
man seeks connection with  
agency or large national  
advertiser. Thorough  
knowledge of typography,  
printing, paper, engraving,  
etc.

Eight years in the com-  
posing room of a large  
New York newspaper for  
the advertising department.  
Two years in the plant of  
the largest publication, cata-  
logue and color printer in  
the East, supervising compo-  
sition and printing done for  
an advertising agency.

American, single, thirty-  
two, college graduate.—  
"W. P.," Box 48, Printers'  
Ink.

number of "advertisement cha-  
rades" in which the names of pop-  
ularly advertised products are  
disguised. As for example:

"My first is another word for  
donkey.

My second is the sound a cat  
makes when happy.

My third is the name often  
given to a country hotel.

My whole is often taken to  
cure a headache."

That strikes the Schoolmaster  
as a rather ingenious method of  
putting advertised names to use,  
and it ought to serve its announced  
purpose of "developing the power  
of thought-getting, stimulating the  
imagination, and increasing the  
lip-reading vocabulary." It is also  
indirectly a testimonial to the uni-  
versality of the advertising appeal  
when advertised words and phrases  
can be used for the purpose of  
teaching the deaf to "hear."

\* \* \*

As a suggestion that will prob-  
ably prove useful to many who  
use display racks for exhibiting  
their advertising literature, the  
Schoolmaster recently came across  
an item in the little monthly maga-

### **ADVERTISING REPRESENTATIVES WANTED**

Fast-growing trade paper in  
drug field wants live repre-  
sentatives in Baltimore, Buf-  
falo, Cincinnati, Cleveland,  
Detroit, St. Paul, Minneapo-  
lis. Give full particulars of  
your experience and tell  
what papers you have repre-  
sented and are serving now.

Address "J. E."  
Box 40, Printers' Ink

## **American Lumberman**

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents  
in the largest producing and  
marketing centers the American  
Lumberman effectively

**COVERS LUMBER FIELD**

# Money for a Name

## \$100 in Cash and Then Another \$100

A group of public spirited men and women have subscribed the funds to establish a national organization with the following aims and objects:

**"A national non-profit educational association organized to promote the study and discussion of local, state, national and international questions in their social, economic and political phases. Its object is to make every American man and woman an enlightened voter at all elections, regardless of political affiliations."**

"Active Members, men and women, shall be from 18 to 35 years of age, and in them is vested the management of local leagues. Senior Members are those over 35 years of age. They have all the privileges of the league except the right to vote and to hold office."

I want an inspiring name for the organization, and also a name for the monthly publication that will be sent to members.

THE NATIONAL ASSEMBLY OF TOWN HALL CLUBS and the AMERICAN LEAGUE OF YOUNG VOTERS have been suggested for the organization, and THE AMERICAN VOTER for the publication.

I believe the readers of Printers' Ink can suggest more striking names. I will pay \$100 each for the names selected in preference to these two. In the event of two or more persons submitting the winning name for the organization or its organ, each shall receive the full amount of the award.

Contest ends March 15, 1923.

**I will also pay liberally for ideas, plans, suggestions, etc., that will aid me to develop the organization and the magazine.**

Address

**SAMUEL ADAMS**  
**621 Albee Building                      Washington, D. C.**

## Display Box Salesmen

A leading concern, manufacturing Folding Paper Boxes, desires Salesmen to represent them. This concern controls patents on the best styles of display containers now on the market. Liberal arrangements will be made with the right parties and a remunerative future is assured. Territories can be arranged. Address "M. H., Box 43, care of Printers' Ink.

### Two Men With Ideas—

Both account executives of one of the largest national advertisers in the country are in a position to devote part of their time to the creation of distinctive copy and advertising plans for those who are without the services of a trained personnel.

Address "T. N.," Box 47, care of Printers' Ink.

### COLOR COPY 20 FEET SQUARE

Give your dealer real dealer co-operation.

Get him to slideveritise in his movie theatre. Color advertising slides quickly furnished by a competent corps of artists.

Standard Slide Corporation  
209 W. 48th St., New York City

Slideveritise in your dealers theatre

zine of the Cleveland Trust Company which is worth repeating to the Class.

Literature racks are of two kinds: the "take one" kind and the other kind. Where it is not desired to have people carry off printed matter, but merely show them samples of it to impress them with the scope of the company's advertising activities, it is always annoying to find that this booklet or that folder has been taken away, leaving the exhibit incomplete.

To prevent this, the Cleveland Trust Company hit upon the plan of pasting the covers of the various booklets it issues against the rack. This simple expedient prevents removal and avoids waste.

The same plan might also be used in "take one" racks. One of the troubles with keeping such racks filled with supplies of folders is that people take away the last copy of a folder, leaving a compartment entirely empty. Pasting one copy against the back of

### On Some Trade or Class Journal

I would be very valuable. Have edited, managed, sold space and written copy. Now on advertising staff of large publisher, but with a somewhat cramped outlook. Therefore desire change. Excellent record and references. Located, New York. Address "K. F.," Box 41, Printers' Ink.

### ADVERTISING and SELLING

The best opportunity open today for aggressive young men and young women. Not only technical features of scientific selling, but also the development of convincing personality.

Prospectus of thorough training free on addressing Instructor in Advertising and Selling. Bryant & Stratton College, Buffalo, New York.

## "GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

## For Advertising and Sales Managers

### Reduce Your Selling Costs

By using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. **POSTAGE BUSINESS MAGAZINE** is the monthly magazine of Direct-Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

### POSTAGE

18 East 18th St., New York

### Increase Your Advertising Returns

**NATIONAL ADVERTISING MAGAZINE** tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

### NATIONAL ADVERTISING

18 East 18th St., New York

**DRUGGISTS' WEEKLY** is one of the fifteen MacLean publications, all of which are members of the Audit Bureau of Circulations. **DRUGGISTS' WEEKLY** is the only weekly drug publication in Canada. **DRUGGISTS' WEEKLY** is the only A.B.C. publication in Canada. You can reach the trade from coast to coast.

# Druggists' Weekly

A.B.C.

143-153 University Ave., Toronto, Can.

When you say—MAILING LISTS **BOYD'S**  
You mean

List Builders for three-quarters of a century.  
Names of any kind for all parts of the world.

Your Sales and Advertising Departments will be interested in our New List Catalogue, with statistics covering the principal trades and professions of this country, state figures, etc. It is worth the trouble of penning us a line on your business stationery. Ask for List AA-53.

**BOYD'S CITY DISPATCH**

19-21 BEEKMAN STREET

NEW YORK

# CANADIAN ADVERTISING

CALL IN

## SMITH, DENNE & MOORE.

LIMITED

TORONTO  
Lumsden Bldg.

MONTREAL  
275 Craig St. W.

**AVAILABLE NOW AS**

**SALES MANAGER  
SALES PROMOTION MANAGER  
ADVERTISING MANAGER**

**or Agency Merchandising Man**

**EARLE GLENN DEANE**

Who for five years was sales promotion and advertising manager of the Twinplex Safety Razor Strop Company.

His other experience as sales manager, David A. Coleman & Co., display manufacturers; advertising manager, large mail order house; assistant production manager advertising agency; advertising service manager large printing company, give him an unusually rounded merchandising experience to offer a manufacturer or agency whose organization offers an opportunity to build with on a substantial salary and bonus or percentage plan. St. Louis, Middle West or Pacific Coast connection preferred.

Address Mr. Deane direct at  
7134 Pershing Avenue, St.  
Louis. Long distance phone  
Cabany 1219-R.



**This emblem is  
your Protection**

Buy your Paper-weights,  
Knives, Diaries, Calendars  
and Signs from Association Members.  
Consult the Products Information Department  
**ADVERTISING SPECIALTY ASSOCIATION**  
208 South La Salle Street, Chicago

**FOURTEEN POINTS****POINT TEN**

**PROTECTION**—Full assurance of complete protection is guaranteed both the employer and the applicant in all negotiations.

**ROBNETT-HONES, Inc.**

*Personalized Vocational Service*  
20 W. Jackson Blvd., Chicago, Ill.

the compartment would serve a double purpose: It would preserve the appearance of the rack from being incomplete when a few compartments have been emptied, and it would assist the person who has charge of the rack in refilling the compartments with folders similar to the kind that have been removed, without first taking an inventory to find out which folders are missing.

**Representatives Club Hears**

**C. W. Fuller**

An address on magazine advertising was delivered before a noonday meeting of the Representatives Club, New York magazine representatives, by C. W. Fuller, advertising manager of *Photoplay*, New York, and former president of the club. Mr. Fuller's address was a repetition of a talk on magazine advertising that he recently made at Buffalo, N. Y., before the sales force of the Wildroot Co., Inc., maker of "Wildroot" hair tonic and liquid shampoo.

**"Cinco" Cigar Account with  
Lord & Thomas**

The advertising account of Otto Eisenlohr & Bros., "Cinco" cigars, Philadelphia, has been placed with the New York office of Lord & Thomas.

**THE FEDERAL  
GOVERNMENT**

—a gigantic force in ceaseless operation, preparing reports of detailed investigations—and rendering decisions of vital importance to manufacturers, selling agents and principals.

—an agency in the National Capital has added to its staff a newspaper man intimately acquainted with official Washington, a trained expert whose knowledge would be an invaluable asset on specific inquiries or in maintaining an ever-watchful eye as your personal representative.

**THE B. W. CHAMBERLIN CO.**

*Advertising*  
439 Star Bldg., Washington, D. C.

**PAINTED OUTDOOR ADVERTISING**

*We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.*

**THE KIMBALL SYSTEM**

LOWELL - MASS.

**The "CLASSIFIED" Clearing House**

NEW YORK - ARKENBERG SPECIAL AGENCY - CHICAGO  
REPRESENTING 500 NEWSPAPERS

WRITE FOR BOOKLET



# Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

## BUSINESS OPPORTUNITIES

I will write, print letterhead, and multigraph 5,000 sales letters on Hammermill No. 20 bond, for \$44.50 cash with order. Messenger, Smithtown Branch, N. Y.

Series of five electrotypes for blotters, copy written for your business \$5 postpaid. A trial order will convince you. Satisfaction guaranteed. Box 671, Kalamazoo, Mich.

Your one-inch display Ad. (including making cut) in 175 N. Y. weeklies for \$25 one time. Country papers. Cash. Messenger. Smithtown Branch, N. Y. Yes, we do printing.

Harris Two-Color Rotary Press Bed, 29x42 sheet, 28x40 Automatic Art Delivery. Exceptional press for long runs. Price, terms, etc. C. F. & Co., 96 Beekman Street, New York City.

## Printing Machinery and Supplies

New or Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

A free-lance artist who is versatile can secure desirable space and complete facilities in New York office of advertising agency. Reasonable terms and an arrangement that will furnish work to the right man. Box 368, Printers' Ink.

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

## ATTENTION, PUBLISHERS!

We have a large, well-equipped printing plant which is used entirely to print our magazine. We want another magazine, Farm or Trade Paper to print, in order to keep our plant operating at its full capacity. We are in a position to save some publisher a large sum on his printing bills. If interested, address Box 351, care Printers' Ink.

## A MONTHLY TRADE JOURNAL

Three years' illness compels owner to sell this business. Gross business averages \$130,000 annually for five years. Large A. B. C. circulation. Reasonable net profits. Price \$125,000. Terms generous.

Box 352, Printers' Ink

Firm of advertising specialists controlling three publications—one a weekly, and considerable general printing seeks quarters with progressive printer. Have outgrown present location. Box 398, P. I.

FREE RENT offered literary woman weekdays in return for tending library. Good location for typist of authors' manuscript. Call evening. Comins Circulating Library, 216 W. 72nd St., N. Y. C.

## Selling Organization Wanted

A big opportunity to build a substantial, permanent and profitable income is offered to an established selling organization with a staff of salesmen throughout the United States, who could find and sell prospects for the oldest established and best known correspondence professional radio course.

Business now being done entirely by mail with no salesmen in the field. Cash receipts last year over \$150,000. To such an organization we offer sole rights to advertise and solicit prospects for these courses on a royalty basis. The organization must be able to finance itself.

Address Box 366, Printers' Ink, for interview.

## BARGAINS IN POWER PAPER CUTTERS

- 70" "New Idea" Automatic Clamp, Sheridan
  - 64" "New Model" Automatic Clamp, Sheridan
  - 50" "Dayton" Automatic Clamp, Seybold
  - 50" "20th Century" Automatic Clamp, Seybold
  - 45" "New Model" Automatic Clamp, Sheridan
  - 44" "Oswego" Auto and Hand Clamp, Oswego Mach. Works
  - 44" "Keystone" Automatic Clamp, Standard Mach. Co.
  - 44" "Kent" Semi-Auto Clamp, Thos. Ryan
  - 38" "Holyoke" Automatic Clamp, Seybold
  - 38" "Oswego" Automatic Clamp, Oswego Mach. Works
  - 38" "White" Hand and Auto Clamp, White
  - 36" "New Idea" Automatic Clamp, Sheridan
  - 36" "Sheridan" Hand Clamp, Sheridan
  - 34" B. & C. Hand Clamp, Brown & Carver
  - 34" "White" Hand and Auto Clamp, White
  - 32" "National" Hand and Auto Clamp, Atlantic Mach. Co.
  - 32" Seybold Hand Clamp, Seybold
- Prices, Terms and Particulars of  
CONNER, FENDLER & CO.  
96 Beekman Street New York City

**Manufacturers!** Do you require responsible New York representative; Christian concern, complete office equipment and sales force? Reply Box 343, care of Printers' Ink, New York City.

### I WILL SHARE MY OFFICE

with some congenial young man who is handling the advertising of a few clients who demand the very best in quality and service.

I have every facility needed for the efficient handling of all advertising details and to just the right fellow will give this in return for his occasional personal service and co-operation. Address Box 369, care of Printers' Ink.

### Our Business

(a service sold to housewives as well as to hotels and restaurants) has grown to the point where we need counsel from one who is qualified to make an analysis of our problem and give advice as to what mediums we can best use as well as necessary help in preparation of copy.

Experience in direct-mail work, selection and training of house-to-house canvassers as well as general publicity work would be necessary. Either a small agency or an individual might work with us to mutual advantage. Now spending \$7,000 per annum and expect to spend more. Please state full particulars, including basis of remuneration desired. Box 359, Printers' Ink.

**THE SOLE OWNER** of an important printing and publishing business, located in the Middle West, wants an associate. Has fine, modern plant in own building built for it. Two monthly publications with good paid circulation and representative advertising.

Here is a rare opportunity for a man experienced in the sales promotion end of the publishing business to become connected in the ownership of this good business. \$25,000 to \$50,000 to put into the working capital of the business will secure an appropriate interest. The man is just as important as the money. Box 396, care of PRINTERS' INK.

### ARE YOU LOOKING FOR A PARTNER?

There is an unusual opportunity right now for a thoroughly experienced account executive to join a well-established advertising agency as a partner. Limited investment required as evidence of good faith. Give your qualifications in full. Address Box 355, Printers' Ink.

### Chicago Representative

Well known—representing two monthly magazines in Chicago and New York fields, would co-operate with

### New York Representative

already in magazine field. Address Box 381, Printers' Ink, Chicago Office.

### HELP WANTED

**Copy Writer** for central New England agency. Must be capable of laying out entire campaigns. Knowledge of mechanical principles essential. Box 348, Printers' Ink.

**Want real advertising man** thoroughly experienced in high-class direct-mail advertising, and well posted on national and local publicity, cost and results. P. O. Box No. 11, Cleveland, Ohio.

### Young Man or Young Woman

With direct-mail advertising experience, to sell multigraphing, printing, direct-mail campaigns. Leads furnished. REX SERVICE, 1658 Broadway, N. Y.

### EDITORIAL POSITION

of permanent nature open to a capable technical writer who knows internal combustion engines. Address Box 373, Printers' Ink.

### Writer Wanted

to collaborate on business book. State specialty and experience. Box 356, Printers' Ink.

**Experienced man** who knows power-plant field and is capable of selling space in person and by mail wanted by a publisher who is willing to pay well for a man of broad training who is looking for a permanent connection with a future. Address Box 374, Printers' Ink.

**Wanted**—Evangelical Christian man of education, with experience in newspaper work and advertising. Desirable position with large opportunity for usefulness. Address Box 347, Printers' Ink, giving references and salary desired.

### A GENUINE OPPORTUNITY

Experienced trade journal advertising solicitor to take charge advertising sales high-grade technical journal of good standing. Headquarters in New York, assistant furnished. Salary \$50 plus straight ten per cent commission, part of which may be drawn in advance in beginning. Submit full details about yourself, habits, tastes, qualifications and experience. Personal interview in twenty-four hours to the right man. Box 370, Printers' Ink.

**ARTIST**—First class figure artist and designer with agency experience. A good opportunity for permanent position. Write, stating experience, salary, etc. Photo Chromotype Engraving Co., 920 Race St., Philadelphia, Pa.

**Assistant Wanted in Art Department**  
Young man with some art training and ability in devising cardboard constructions is needed by a leading New York lithographer. Write, giving experience and salary expected. Box 346, P. I.

**Advertising Salesmen**, experienced in selling syndicated newspaper or window display service to retailers. We have a proposition that should net you \$150 weekly. State past experience and territory with which you are familiar. Box 344, Printers' Ink.

**Advertising manager** who knows the marine field wanted by established journal. Will pay substantial salary, bonus and commission to a man with a record as a producer. Give full particulars training and state what you ought to earn. All replies in confidence. Box 371, Printers' Ink.

**PHOTO RETOUCHER**. Experienced man. Must have practical engraving house or commercial art studio training. Opening offers interesting variety of work. Write, stating salary, married or single. Art-Ad Studio, 201-2-3 Bird Bldg., Mansfield, Ohio.

**Field advertising solicitor** for well-established group of industrial papers. This is a newly created position in a large organization unwilling to consider any man who lacks ambition, stamina and experience. Will pay salary and traveling expense together with liberal bonus. Tell us all about yourself. Box 372, Printers' Ink.

#### PHOTO-ENGRAVING SALESMAN

POSITION OPEN FOR  
FIRST-CLASS MAN  
THE GILL ENGRAVING COMPANY

## ARTISTS WANTED

One of the largest motion-picture distributing companies, enlarging art department, wants one or two first-class, all-round letter and layout artists. Also good newspaper artist, capable doing figures in line. Salaries commensurate with ability to deliver. Steady employment.

Apply in person and bring specimens to Publicity Department,

**ASSOCIATED FIRST NATIONAL  
PICTURES, Inc.**

7th Floor, 6 West 48th Street  
New York City

**AN ESTABLISHED AGENCY** in the Middle West requires the services of a copy writer familiar with patent medicine copy. If you believe you can qualify, sell yourself in your first letter, stating salary desired and full details of past experience. Write Box 382, P. I.

**ADVERTISING MANAGER**—Established trade weekly has unusual opening for high-grade man capable taking full charge of its advertising department, including office records, correspondence and solicitors. This position carries \$5,000 salary, with percentage of increased sales. Full details and references required. Box 400, Printers' Ink.

#### BOOKKEEPER-TYPIST

Age 25 to 30; High School; as assistant bookkeeper in Christian firm; pleasing personality required; must have advertising agency accounting experience; salary dependent on ability. State experience, salary and age. Box 367, Printers' Ink.

**LOS ANGELES**—The leading retail Clothing and Furnishing Goods trade paper wants local advertising representative in Los Angeles. Man now successfully soliciting for other non-competing trade papers could add \$1,000 in commissions to income. Real co-operation from home office; magazine has largest circulation, standing and influence. Write fully, with names of publications you now represent. Box 363, Printers' Ink.

**SAN FRANCISCO**—The leading retail Clothing and Furnishing Goods trade paper wants local advertising representative in San Francisco. Man now successfully soliciting for other non-competing trade papers could add \$1,000 in commissions to income. Real co-operation from home office; magazine has largest circulation, standing and influence. Write fully, with names of publications you now represent. Box 364, Printers' Ink.

**SEATTLE and PORTLAND**—The leading retail Clothing and Furnishing Goods trade paper wants special advertising representative for Oregon and Washington. Man now successfully soliciting for other non-competing trade papers could add \$1,000 in commissions to income. Real co-operation from home office; magazine has largest circulation, standing and influence. Write fully, with names of publications you now represent. Box 365, Printers' Ink.

#### Assistant to PRODUCTION MANAGER

One of the largest New York Advertising Agencies wants young man. He must be familiar with type faces and able to make layouts. He must write a neat, clear hand, be very careful and accurate—and anxious to work hard. This is a splendid opportunity for one who wants to gain a real foothold in a first-class agency. If you think you are the man, write letter today, giving qualifications and salary expected. Box 354, Printers' Ink.

**ARTIST**—Fast-growing advertising agency wants artist who has exceptional ideas on layouts for national and trade-paper advertising with the ability to finish a majority of his roughs. Write for appointment, but only if you can submit samples of high-grade work that has been used. State experience and salary expected to Box 397, Printers' Ink.

**Wanted, young man, college trained,** or equivalent, as sales correspondent by manufacturer of nationally advertised fine stationery.

Ability and capacity to assume responsibility more important than experience. Salary necessarily small at start, but man who has executive ability will have opportunity to demonstrate capacity and will receive increased compensation as merited. Must live in Holyoke, Mass. Apply by letter stating all qualifications and salary expected. Address Whiting & Cook, Inc., Holyoke, Mass.

**We want a man** who is between twenty-five and thirty-five, familiar with the distribution of merchandise. He may be a salesman, an advertising man or an advertising representative. He will have to be a real traveler. No M.F. salesman wanted. He should not be married or going to be married. His job will be to approach manufacturers in merchandise and textile lines. His territory will be East of Chicago. Salary and expenses will be paid. He must undergo training in Chicago at a comparatively small salary. Tell us about yourself, how much of a student you are, what books you read, whether you have ever sold and how much industry you have. Address by letter only. T. W. P., Guenther, Bradford & Co., 7 S. Dearborn St., Chicago.

#### POSITIONS WANTED

**Manufacturer** who requires a trained man to take charge of advertising sales promotions, direct-mail campaigns. Can produce copy, dealers' helps, booklets, plates and printing. Box 385, P. I.

**ADVERTISING SOLICITOR**, well experienced national advertising field, now employed, desires to connect with good live proposition in New York City. Best references. Box 389, Printers' Ink.

#### ARTIST

Free-lance, producing excellent commercial work, would like to take up one more account. Moderate charges. Box 386, Printers' Ink.

**SHE** is assistant to advertising manager of a leading publishing house. Stenographer, versed in technicalities, executive ability. YOU can avail yourself of her service by writing to Box 350, P. I.

#### COPY EXPERT

Ten years copy chief big N. Y. agencies and mfrs. Ads, letters, booklets, house organs. Box 391, Printers' Ink.

**Artist**, young man, especially experienced in all-around pen-and-ink work and cartoons, desires part-time work. Box 401, Printers' Ink.

**ARTIST**—Wide Advertising Experience color and line, figures and lettering; also theatrical and motion-picture experience. Seventy-five dollars. Box 395, care of Printers' Ink.

**Young man** employed as assistant manager large mercantile house seeks new position as assistant to executive or advertising manager. College graduate. Best references. Box 376, P. I.

#### TRADE-PAPER MAN

Experienced in editorial, reportorial end; calling on trade and ad soliciting, seeks opening.

Box 358, Printers' Ink.

**Position Wanted** by Textile and Electrical Editor. Experienced in editorial, advertising and publishing work. Engineering college graduate. Business experience. Good correspondent. Box 379, P. I.

#### AUTOMOTIVE COPY WRITER

Has written "selling" copy on practically everything that goes into the making of the internal combustion engine-equip vehicle. Wants permanent connection. Now employed. Box 390, Printers' Ink.

**Salesman**, employed, led his Branch in 1922 selling Garage, Access., Hdw., General Stores, open for a position. BALTIMORE as headquarters. Salary, Com., Expenses, Married, Own car. Miller, 5317 Garrison Blvd., Baltimore, Md.

**Editor**, 34; large experience newspapers and trade journal, now employed, desires opportunity for greater expansion. Has ideas; also action and power to co-ordinate both and produce results. Box M, Newspaper Club, 133 W. 41st St., N. Y.

#### Unusual Selling Correspondent

Thoroughly experienced advertising creation, routine. Newspaper, poster and direct-mail advertising. 27, assistant sales and advertising manager. Sensible, sincere, loyal. Box 375, Printers' Ink.

**Experienced sales promotion executive** desires connection with a company that contemplates a national advertising campaign. Seven years' experience with a national advertiser handling all details connected with the outside work. Will go any place. Box 362, P. I.

#### Sales and Advertising Manager

Accomplished salesman and executive, thoroughly understands merchandising, financing; direct mail, other forms sales producing advertising; excellent personal appearance, broad general intelligence, knowledge of general business methods; competent to handle correspondence, close contracts, direct salesmen. Box 378, P. I.

#### Periodical Publishers!

Here is a man who has been "through the mill" and has personally performed every job in the shop. At present he is selling space for one of the largest organizations, but feels that he is not capitalizing his experience as he should.

Particularly familiar with engineering and technical fields. Would prove valuable assistant to busy executive. Located New York.

Box 392, care of Printers' Ink.

**Writer** distinctive forceful copy seeks connection. Ten years' experience agency, fiscal agent, manufacturer. Graduate Alexander Hamilton Institute. Expert sales promotion. Good executive. Box 361, Printers' Ink.

**Secretary-Assistant**—Young man (20), advanced University student advertising. House magazine experience. Secretarial ability, experience. Write copy, make layouts; working knowledge of printing and engraving. Box 383, P. I.

**Young Man, 24, Thorough Experience**, practical, technical printing, litho, engraving. Accurate, energetic. Best recommendations. Estimators' assistant, order, cost clerk. Salary secondary to opportunity. Box 360, Printers' Ink.

**Young woman**, four years' advertising agency experience, with thorough knowledge of merchandising and advertising of textiles, women's furnishings, and allied lines, wishes position as advertising manager or agency connection. Ready to start March 1 to 15. Write Box 384, P. I.

**AN ASSET TO YOUR BUSINESS**  
Letterer-designer, visualizer. Can plan attractive layouts. Practical knowledge typography, printing, engraving, art; experienced buyer; can take complete charge. Pleasing personality. Ability to meet clients and help put over ideas. Want bigger job, bigger opportunity; growing agency preferred, N. Y. City. Age 26. Ambitious, dependable worker. Box 377, Printers' Ink.

## MANAGER

Will acquire an interest in publishing or manufacturing and distributing concern.

Experienced *general* or *sales* manager. Expert at reducing expenses and increasing sales. Can raise large amounts of capital.

Address Box 353, Printers' Ink.

## WHO CAN USE ME!

Have sixteen years' experience in the publishing game. Eight years' experience in the Newstrade Promotion Work. Know the dealers in Greater New York and know how to get sales. Not limited to this end of work; understand shipping, express, parcels post, second-class mailings, etc.; also know how to devise methods saving both time and money. 12 years with last employer. A1 reference.

Address W. J. R., Box 387, P. I.

## PUBLISHERS

A man thoroughly experienced in publishing, from actual printing to business management, seeks association with reputable trade or specialty periodical as business manager or assistant to man who is big enough to require capable assistance; where former experience could be utilized to build permanent business home. Age 33, married, college training, eighteen years' experience. Address Box 402, Printers' Ink.

## WE CONNECT THE WIRES

**ADVERTISING AGENCY**  
assistant, whose four years' experience has touched upon everything from plans to media, wants Eastern position. Has written copy, made layouts, and handled all details of mechanical production, including purchase of art work, plates and printing. Agreeable personality; capable worker; altogether a square, on-the-level sort of fellow. Age 24; now getting \$2,000; asking \$2,400. Our No. 1,346.

**FERNALD'S EXCHANGE, INC.**  
THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**Keen buyer of Printing, Paper, etc.**  
Practical knowledge typography and layout plus general advertising experience and ability to contact. Good personality. Invaluable as assistant busy advertising manager. A. Price Dillont, 29 Mountain Ave., Maplewood, N. J.

**Advertising Salesman** with long, successful experience in general magazine, class and trade publication work desires to change, seeks opportunity; has managed branch office and advertising department. Wide acquaintance advertisers, agencies New York and Eastern field; familiar Western field; best credentials; letters confidential. Box 388, Printers' Ink.

**University Instructor** in Marketing and Applied Psychology desires position, part or whole time, in research or merchandising department of a manufacturer, publisher, or advertising agency. Over ten years' practical experience in agency and sales promotion work. Have planned and conducted market investigations and psychological studies for some of the largest national advertisers. Many of the results have been published. References furnished. 37 years old, married. Services available after March 15th. Box 380, Printers' Ink.

## Opportunity Wanted

I am looking for an opportunity with a national advertising and sales promotion organization or with reliable manufacturing company on its advertising or sales force.

I am 28 years of age, a clean-cut American with pleasing personality, ability, and tact. Can write well and have had some experience in public speaking. University education and 1½ years of law. Can speak Spanish, some French and Italian. Worked my way through school. Four years of office experience since. Excellent references.

But I do not rely solely on past performances, or on extravagant claims. I believe in advertising and sales promotion and that in this field, with my ability, imagination, and hard work, I can produce results.

Can you use me?  
Box 357, Printers' Ink.

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# Consider the Common Plow



Do not let the apparent simplicity of Outdoor Advertising deceive you in its capacity to render a service.

Consider the common plow.

The usefulness built into it remains unknown without a force to pull it and an expert hand to guide it.

Its value is never measured in idleness. But properly directed, it will cut the furrows straight and clean and lay open the soil that feeds the seed to harvest.

Outdoor Advertising is the simple efficient worker that plays an essential part in the growth of the sales crop.

Cultivate your market with a force fashioned to break the ground for greater sales expansion. Others are busy in the field. Every day steals rich acreage that you should develop.

Give the word that will set the blade to the soil. But be sure you demand the guiding hand of an organization that knows how to cut the furrows clean.



*Branches in 46 Cities Operating in or  
Representing 8,500 Cities and Towns*

## CHICAGO

Harrison, Loomis &  
Congress Sts.

## NEW YORK

Broadway, Fifth Ave.  
at 25th Street



# "If you were required to give up all but one publication, which one would you keep?"

*THIS QUESTION was asked of 127 citizens selected at random in Bloomington, Ill., Cedar Rapids, Ia., Beloit, Wis., and eleven other cities of The Chicago Territory. Here is a summary of their replies:*

Local Newspapers . .	59	Good Housekeeping	1
<i>Chicago Tribune</i>	53	Engineers and Fire-	
Herald & Examiner	3	man's Magazine	1
New York Times . .	1	World's Work . . .	1
Delineator . . . . .	1	Forbes . . . . .	1
Outlook . . . . .	1	American Magazine	1
Christian Science		Atlantic Monthly .	1
Monitor . . . . .	1	Don't Know . . .	2

**W**E INVITE any advertiser to make a similar test of the amazing influence of The Chicago Tribune even in communities far from Chicago. To understand how The Tribune won and how it holds this prestige read "The W. G. N.," a book about the World's Greatest Newspaper. In three hundred pages with more than one hundred illustrations it depicts every phase of Tribune production. It will be mailed postpaid on receipt of \$2 by the Business Survey, 1711 Tribune Building, or may be bought at leading book stores of New York, Boston or Chicago.

## The Chicago Tribune

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